

When it comes to real estate, NPR Listeners are your best customers!

Our listeners are home owners and buyers that invest in the future, which includes their home and personal property. Compared with the U.S. population as a whole, NPR news listeners are:

- 37% more likely to sell their current residence in the next year
- 18% more likely to refinance their mortgage in the next year
- 18% more likely to be homeowners
- 24% more likely to own retirement real estate
- 25% more likely to own a vacation/weekend home
- 38% more likely own investment real estate
- 14% more likely to have any homeowners or personal property insurance
- 21% more likely to use a real estate agent
- 64% more likely to obtain real estate information on the internet
- 102% more likely to own a home worth \$500,000+
- 59% more like to have a household income of \$150,000+
- 73% more likely to have a household income of \$250,000+

Source: MRI-Simmons Doublebase Fall 2022 Base: Total U.S. Adults, among custom NPR News audience

Our Listeners Prize Our Services and Our Sponsors!

Among NPR News Listeners:

- 87% have taken action specifically because of a sponsorship announcement.
- 74% say their opinion of a business is more positive when they find out it supports public radio.
- When price and quality are equal, 72% prefer to buy products from businesses that support public radio.
- 64% pay attention to the sponsorship announcements they hear on public radio.
- 64% agree that public radio is selective about the businesses and products that can sponsor its programming.
- 57% feel the businesses they hear in sponsorship announcements on public radio are more credible than those they hear in advertising on other radio stations.

Source: NPR State of Sponsorship Survey, April 2022



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