

Legally speaking, NPR Listeners are your best customers!

A large segment of our listeners are business leaders and executives who have many reasons to utilize legal services, both professionally and personally. Compared with the U.S. population as a whole, NPR news listeners are:

- 89% more likely to be responsible for the legal aspects of a business
- 25% more likely to be involved in business purchases worth \$1,000,000+
- 154% more likely to purchase business consultation services
- 48% more likely to be involved in the investment of corporate or employees' funds
- 23% more likely to be involved in real estate/plant site location
- 38% more likely to own an investment in real estate
- 85% more likely to hold securities valued over \$250,000
- 35% more likely to be president of a corporation
- 54% more likely to be owner/partner of a business
- 73% more likely to have a household income of \$250,000+
- 187% more likely to hold a post-graduate degree

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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