

When it comes to grocery shopping, NPR Listeners are your best customers!

Our listeners purchase groceries more often than most and have the disposable income to get the very best. Compared with the U.S. population as a whole, NPR news listeners are:

- 8% more likely to live within one mile of their grocery store
- 3% more likely to go grocery shopping 3+ times per week
- 15% more likely to have used a grocery store loyalty card in the past 30 days
- 20% more likely to have shopped at Costco in the past 6 months
- 67% more likely to have shopped at Trader Joe's in the past 6 months
- 57% more likely to have shopped at a Whole Foods in the past 6 months
- 44% more likely to buy food labeled as Natural or Organic
- 59% more likely 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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