KLCC Listeners

Compared to all US adults, NPR news listeners are:

234%

more likely to have earned an advanced degree (Masters+)

140%

more likely to **be in a top management position**

138%

more likely to earn \$75,000+ income

137%

more likely to be involved in business purchases of \$1,000+

129%

more likely to have investments of \$150,000+

204%

more likely to have contributed to an Arts/Culture non-profit in the past year.

Educated, Affluent Community Leaders

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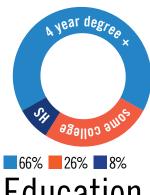
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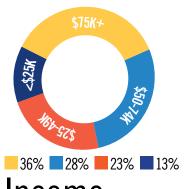
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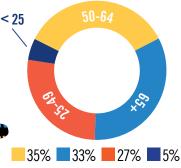
KLCC listeners are almost equally divided by gender (51% female/49% male)



Education
KLCC listeners are
highly educated



Income
Nearly two-thirds of
KLCC's listeners earn
\$50K or more



Age
KLCC listeners are
mature and world-wise

KLCC Gets Results

61% of NPR listeners hold a more positive opinion of a company that supports public radio.

54% of public radio listeners prefer to buy products and services from public radio sponsors.

95% of NPR listeners take action in response to something heard on NPR.

(Lightspeed Research, NPR Sponsorship Survey, November 2013)

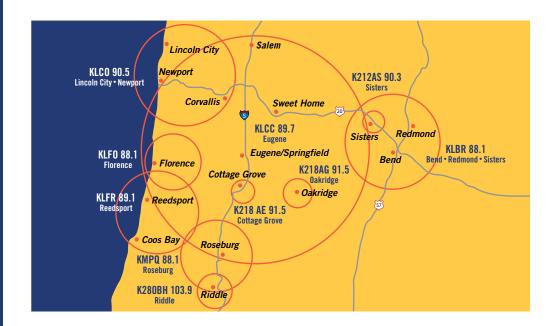
Programming on KLCC is free of clutter. With an average of only five 15-second messages per hour, there is virtually no listener tune-out. Your message will be heard.

Your KLCC representative will work with you to customize an effective campaign with 15-second on-air announcements and other services.



89.7 FM NPR for Oregonians





We reach the audience you want to reach

Approximately 92,500* people per week listen to KLCC

KLCC listeners are active, curious, and engaged with the world around them. As NPR listeners, they're nearly three times more likely than the average adult to be an "Influential." These are individuals who demonstrate uncommon community engagement, who drive social trends, influence opinions, and create word of mouth for ideas and products.

KLCC listeners are also culturally active. They are more likely than average to attend live performances of music or theater, enjoy fine dining, physical activities, and leisure travel.

* source: KLCC+ Nielsen Eugene-Springfield Fa15 Persons 12+ M-Su 6a-midn



Contact KLCC today
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