



Industry Spotlight: Arts & Culture

A Michigan Radio Sponsorship gives you access to an audience that is educated, affluent and engaged. Our listeners are **168% more likely to attend an art gallery or art show** and **274% more likely to contribute towards the arts**, meaning your message will reach an audience that has both an interest in what you have to offer and the ability to support your programs.

Our Audience

80%

of Michigan's population is within reach of
Michigan Radio's on-air signal

\$98,300

median household income

56% higher than the average American

530,000+

Weekly cume audience*

What our listeners are saying about our sponsors**:

*Credible
Responsible
Community Minded
Professional
Stable
Philanthropic
Smart Marketers*

The Company You Keep...

NPR listeners find sponsors more trustworthy and of higher quality due to their sponsorship. Because it creates a feeling of combined effort, more than half of listeners prefer to patronize an NPR sponsor, all other things being equal.**

Reach Your Core Clientele

159%

more likely than the average American to visit a
museum

52%

of listeners enjoy learning about
art, culture and history

97%

more likely than the average American to attend a
dance performance

320%

more likely than the average American to contribute financially to
Arts/Cultural Programs

