



# Industry Spotlight: B2B Health Insurance Providers

In the rapidly changing industry, it is essential to build relationships with decision makers at businesses that are seeking insurance solutions that you can provide. In fact, our listeners are **94% more likely than the average American to be the purchaser of insurance at their place of work**, and with **52% of listeners obtaining their medical insurance from their places of work**, reaching out directly to individuals looking to purchase policies in the healthcare marketplace is essential to diversifying your client base. Michigan Radio can reach the audience that is looking for YOU to meet their insurance needs.

## 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

**101%**

more likely than the average American to be a

**purchaser of insurance**

at their place of work

**55%**

obtain

**medical insurance**

from their place of work

**133%**

more likely than the average American to work in

**Management**

**71%**

more likely than the average American to work in

**Human Resources**

