



Industry Spotlight: Educational Events

Michigan Radio believes in the power of education and so do our listeners. Because our audience is actively engaged in the community, they have an interest in educational programming.

For example, our listeners are 178% more likely to attend a public rally or speech and **76% of listeners have an interest in the welfare of society.**

With **86% of our listeners valuing their education**, your message will reach a broad, intellectual base of listeners that are uniquely capable of supporting events that they are passionate about.

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

333%

more likely than the average American to have participated in

environmental causes

209%

more likely than the average American to attend a

public rally or speech

79%

more likely than the average American to attend a

public meeting

89%

more likely than the average American to contribute to

educational organizations

