



Industry Spotlight: Elective Healthcare

According to the National Institute of Health*, middle aged women are the most likely to take advantage of alternative and complementary medicine.

Because 45% of our listener base is made up of women with a median age of 49, your message will directly reach your target audience.

Also, with our audience being 156% more likely than the average American to have an individual income of over \$100,000 and 199% more likely to have earned a Master's Degree, you will also reach an educated, affluent community to promote your business!

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

45%

of our audience are women with a median age of 49

100%

more likely than the average American to do yoga

67%

more likely than the average American to get a massage

134%

more likely to see an acupuncturist



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Unless otherwise noted, all data sourced from NPR Audience Profile 2017, GfK MRI, Doublebase 2015* 2014* *Barnes PM, Bloom B, Nahin R. CDC National Health Statistics Report #12. Complementary and Alternative Medicine Use Among Adults and Children. United States, 2007, December 2008
**NPR Jacobs Media Research 2012
*Arbitron Total Survey Area, Fall 2016, Mon-Sun, 6am-12Mid, Persons 12+, Weekly Cume