



Industry Spotlight: Environmental

Michigan Radio's audience is **intelligent, affluent and engaged...and** they are interested in what you have to offer!

By putting your message directly in front of your target audience, you will be able to showcase your product and build brand awareness with a broader scope of consumers.

Our Audience

80%

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

530,000+

Weekly cume audience*

\$98,300

median household income
56% higher than the average American

333%

More likely than the average American to participate in an **environmental group or cause**

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

63%

Of NPR listeners say that they buy natural products because they are concerned about the **environment**

57%

Of NPR listeners say that they are more likely to purchase brands that **support a cause** they care about

57%

Of NPR listeners say that they are willing to give up convenience in return for a product that is **environmentally safe**

67%

Of NPR listeners say that they are willing to **pay more** for a product that is environmentally safe

