



Industry Spotlight: Financial Services

You have worked hard to make sure that you are convenient, competitive, accessible and, most importantly, a safe financial solution for your customers.

Because our listeners are educated and affluent, they have the income to be an valuable member of your institution. For example, our listeners are **174% more likely than the average American to have an individual income of more than \$150,000.**

Sharing your message on Michigan Radio demonstrates your credibility through an association with our trusted and proven news service to this valuable community!

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

82%

more likely than the average American to **invest** in stocks, bonds or mutual funds within the next 12 months

48%

more likely than the average American to have a **home mortgage**

84%

of listeners believe that **investing in the future** is of great importance

96%

more likely to have an **IRA**

