



Industry Spotlight: Health Insurance Providers

Brand awareness is vital to promoting your coverage options to a new market. Our listeners are **104% more likely than the average American to be a self-employed professional** and are **26% more likely to purchase insurance through an agent**.

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

\$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

104%

more likely than the average American to be a

self employed professional

30% LESS

Likely than the average American to be

currently unemployed

86%

of listeners personally carry

medical insurance

