



Industry Spotlight: Natural/Organic

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

\$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

63%

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

environment
compared with 53% American average

73%

more likely than the average American to purchase food

labeled **natural or organic**

65%

Of NPR listeners say that they buy natural products because they are concerned about the **health** of their

family
compared with 55% American average



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Unless otherwise noted, all data sourced from NPR Audience Profile 2017, GfK MRI, Doublebase 2015*

**NPR Jacobs Media Research 2012

*Arbitron Total Survey Area, Fall 2016, Mon-Sun, 6am-12Mid, Persons 12+, Weekly Cume