



Industry Spotlight: Outdoor Leisure

The Michigan Radio audience is active, affluent and engaged – and they are interested in what you have to offer! **77% of our listeners have participated in a sport within the past 12 months** and 65% of listeners own sporting or recreation equipment, in fact, Michigan Radio listeners are **30% more likely than the average American to spend more than \$250 on sporting and recreational equipment.**

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

69%

more likely than the average American to have gone **backpacking** in the last 12 months

105%

more likely than the average American to have gone **biking** in the last 12 months

84%

more likely than the average American to have gone **canoeing/kayaking** in the last 12 months

112%

more likely than the average American to have gone **sailing** in the last 12 months

