WHY WYOMING PUBLIC MEDIA?

- From an advertising perspective, the public radio audience is uniquely loyal and engaged.
  - 86% of listeners consider NPR programming “personally important” to them.
  - 83% of listeners have been moved to take action by listening to NPR. For instance, 44% gathered more info about a company/product, 41% have visited a sponsor’s website, and 30% have recommended a product or service to others as a result of listening.
  - 87% of listeners have discussed an NPR story with friends, family, or colleagues.
  - 70% of listeners agree that, when price and quality are equal, they prefer to buy products from businesses that support public radio.

- The top two benefits of public radio sponsorship driving consumer behavior are:
  - **Community Focus**: Audiences see sponsor organizations in a favorable light due to support of a community asset they value. The benefit here is building brand loyalty—our listeners are more likely to choose a sponsor over a competitor when it comes to a buying decision.
  - **Quality and Credibility**: Wyoming Public Radio provides the quality programming our listeners demand. Sponsorship with WPM links the sponsor’s brand to excellence. Listeners commonly describe sponsors as smart marketers and forward-leaning.

- **Audience demographics for Wyoming are consistent with national listeners:**
  - Roughly split between males (48%) and females (52%)
  - WPM’s dominate listener base ranges in age from 35 – 65+; while there are negligible percentage differences between sub-ranges, the 48 – 55 age group is 23%.
  - Public radio listeners seek products and services they perceive will enhance their quality of life and are more deliberate consumers than the average American.
  - Twenty percent of listeners are managers or professions involved with one or more business purchases totaling over $1,000.

Wyoming Public Media

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