

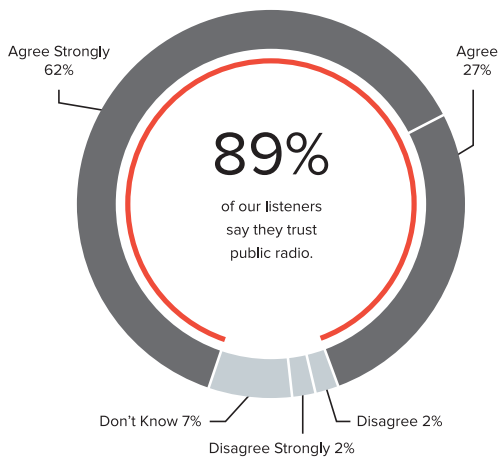
Louisville Public Media Drives Auto Sales

The audience of Louisville Public Media stations has grown to be a dominant economic force.

More than 23,000 LPM listeners will buy a new car this year.*

Your message on public radio is more trusted than word of mouth from a friend. In fact, **80% of our listeners say, when price and quality are equal, they prefer to take their business to our sponsors.**

In the competitive world of car sales, joining the LPM community could be the edge you're looking for.



Louisville Public Media Generates Results!

78% have taken action as a result of hearing sponsorship messages on public radio

88% have a more positive opinion of public radio sponsors

80% prefer to buy products or services from public radio sponsors

Source: Jacob's Media



89.3 WFPL | 90.5 WUOL | 91.9 WFPK | KyCIR | Do502



MORE LIKELY THAN THE AVERAGE LOUISVILLIAN

- 51%** more likely to buy a new car (23,000 annual sales)
- 53%** more likely to have an annual household income of \$150K+
- 169%** more likely to be an affluent blue collar worker
- 106%** more likely to be an opinion leader
- 134%** more likely to own a Subaru
- 95%** more likely to own a Cadillac
- 74%** more likely to own a Kia
- 69%** more likely to own a Mazda
- 64%** more likely to own a Nissan
- 64%** more likely to own a Honda
- 54%** more likely to own a Hyundai
- 49%** more likely to be a fleet decision maker
- 47%** more likely to own a Toyota
- 20%** more likely to own a GMC

Source: Louisville Media Audit 2016

LONG TERM SPONSORS GAIN GREATER AWARENESS

Percent of "audience aware of sponsor" grows over the years

BEFORE SPONSORSHIP



1 YEAR LATER



3 YEARS LATER



Awareness among listeners after the 3-year campaign was 34% higher than non-listeners' brand awareness.

Source: NPR Listener Surveys, 2007-2011; conducted by Lightspeed Research