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.

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**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

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**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

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**LONG TERM SPONSORS GAIN GREATER AWARENESS**

Percent of “audience aware of sponsor” grows over the years

**BEFORE SPONSORSHIP**

- 17%

**1 YEAR LATER**

- 47%

**3 YEARS LATER**

- 71%

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