

## Connect with a large, active community that loves to support local retail and share their great experiences with others!

Sponsorship with Louisville Public Media brands your business as a community destination – local, high quality, involved. It also constantly keeps your business favorably top-of-mind with well educated, affluent influentials.

## Louisville Public Media Generates Results —

because, unlike cluttered commercial media, our message platforms are favorably received and believed:

**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 | D6502



### MORE LIKELY THAN THE AVERAGE LOUISVILLIAN

- 223%** more likely to take a college level course this year
- 214%** more likely to buy a home this year
- 208%** more likely to “buy green” good for environment
- 136%** more likely to attend a cultural event
- 109%** more likely to attend pop/rock music concerts
- 97%** more likely to purchase/download music
- 76%** more likely to consume wine regularly
- 72%** more likely to buy furniture this year
- 54%** more likely to be a working woman
- 53%** more likely to have a \$150K+ household income
- 51%** more likely to buy a car this year
- 46%** more likely to buy a major appliance
- 44%** more likely to be a frequent restaurant diner
- 33%** more likely to purchase men’s clothing
- 24%** more likely to participate in lawn/gardening
- 21%** more likely to purchase women’s clothing
- 20%** more likely to remodel their home this year

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