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.

89% of our listeners say they trust public radio.

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

LONG TERM SPONSORS GAIN GREATER AWARENESS

Source: Louisville Media Audit 2016

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

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

Source: Louisville Media Audit 2016