

## Listeners' Opinions of Public Radio Support<sup>1</sup>,

Background: Weekly, 24 million people tune into NPR stations coast to coast<sup>2</sup>. As well as award winning programming, listeners are tuned into both local and national underwriting announcements. In an effort to determine the extent to which public radio announcements drive purchase decisions, NPR commissioned ICR to survey a national sample of 1,000 adults representative of the U.S. population. The results show listeners appreciate and value corporate support of public radio and will purchase from these companies for either business or personal use when the need arises.

- **Overall, NPR listeners are 88%** more likely to buy products and services from companies that support public radio than from companies that advertise on commercial radio.
- **55% of NPR listeners** prefer to buy products and services from companies that support public radio (when price and quality are equal) vs 29% of the U.S. population.
- **67% of NPR listeners** hold a more positive opinion of a company when they learn it supports public radio vs 39% of the U.S. population.
- **Only 11% of NPR listeners** purchase products or select a service because of commercial radio advertisement.
- **21% of NPR listeners** purchased a product or service because of an announcement on public radio.

For more information contact  
Veronica Ruiz [Vruiz@npr.org](mailto:Vruiz@npr.org) 202/513-2816

---

<sup>1</sup> Source ICR, Excel Omnibus, Interviews with US 1000 adults, "Listeners' Opinions of Corporate Support," May 2001

<sup>2</sup> Source: Arbitron Nationwide, Fall 2000, Persons age 12+, Monday – Sunday 6a-Midnight