Kentucky Public Radio’s network of stations reaches ALL 120 Kentucky counties, with a weekly audience of over 600,000 people.
KPR delivers Kentucky media’s largest audience of educated influencers, business decision makers, and upper income households, on a market-specific or statewide basis. KPR can also create custom public radio campaigns in any region or key market of the U.S.
THE AFFLUENT BUSINESS LEADER

Reach C-Suite Executives, Business Owners and Top Management

KPR Listeners

- Have $150K+ in investment portfolio (index 229)
- Work in Top Management (index 246), are C-Suite executives (index 245), president (index 170) or vice president job titles (index 236)
- Serve as an officer for a club or organization (index 222)
- Are business-to-business decision makers involved in one or more purchase decisions valued at $1000+ (index 188)

KPR.org Users

- Are C-level executives (index 120), and work in management (VP, Director, Manager) (index 149)
- Have a $1 million+ annual budget for business purchases (index 133)
- Involved in business-to-business purchases of advertising, promotional services and media (index 139), PC software (index 129) and business consulting services (index 123)
- Have investment portfolios valued at $500K+ (index 127)

Sources: GfK MRI Doublebase 2015, comScore Plan Metrix, 3-month average, Oct-Dec 2015, Composition Index, U.S.
THE UPSCALE CONSUMER
Reach Economically Powerful and Discerning Individuals

**KPR Listeners**
- 81% prefer to buy from a company they trust, even if it is slightly more expensive
- 73% purchased an alcoholic beverage last month
- 26% did home remodeling in the past 12 months
- Spent $1000+ on foreign or domestic vacations in the past 12 months (index 170)
- Attended two or more live concerts every month (index 199)

**KPR.org Users**
- Visit museums and art galleries (index 117)
- Drink white wine (index 118) and shop for gourmet foods online (index 148)
- Attend live theater performances (index 117)
- Listen to news (index 151), talk shows (index 144), public radio (index 141) and classical music (index 131) on the radio
- 28% of KPR.org users frequently advise others on movies

Sources: GfK MRI Doublebase 2015; *2015 Ipsos Affluence Survey, Base: Americans with HHI of $100K+; comScore Plan Metrix, 3-month average, Oct-Dec 2015, Composition Index, U.S.
THE CIVIC INFLUENTIAL

Reach Civic Leaders and Community Influentials

**KPR Listeners**
- 74% voted in federal, state, or local election IN THE LAST YEAR
- Work in local, state or federal government (index 153)
- Serve on a committee for a local organization (index 222)
- Have written or called any politician at the local, state or national level in the last year (index 272)
- Have been an active member of any group that tries to influence public policy or government (index 320)

**KPR.org Users**
- Work in state and local government (index 138)
- Are the first among friends to know about politics/current events (index 171)
- Donated $1000+ to a non-profit in the last 6 months (index 197)
- Frequently advise others on politics/current events (index 138)
- Contacted an elected official (index 115) or went to a political rally/march/demonstration (index 113)

Sources: GfK MRI Doublebase 2015; comScore Plan Metrix, 3-month average, Oct-Dec 2015, Composition Index, U.S.
THE CURIOUS EXPLORER
Reach Eager Travelers and Curious Adventurers

KPR Listeners

- 26% of affluent listeners usually fly first class or business class*

- 72% traveled domestically in the last year; 40% traveled internationally in the last 3 years

- Go backpacking/hiking (index 237) and visit national parks (index 178) on domestic vacations

- 84% agree that curiosity — wanting to explore and learn about new things — is very important

- Spent 8+ nights in hotels/motels in the last year (index 163)

KPR.org Users

- Took 11-15 personal domestic trips in the last 12 months (index 155)

- Purchase cruises (index 136), vacation packages (index 134) and airline tickets/reservations (index 130)

- Participate in golf (index 134), attend major sporting events (index 131) and guided tours (index 125) while on vacation

- Visit National Parks while on vacation (index 117)

- Vacation in San Francisco (index 147), Las Vegas (index 142) and Florida (index 140)

Sources: GfK MRI Doublebase 2015; *2015 Ipsos Affluence Survey, Base: Americans with HHI of $100K+; comScore Plan Metrix, 3-month average, Oct-Dec 2015, Composition Index, U.S.
THE EARLY ADOPTER

KPR Delivers a Tech-Savvy Audience

**KPR Listeners**

- 96% have a working mobile/smart phone
- 94% own a computer at home
- Have job responsibilities in MIS/IS/IT/Networking or Technology (index 220)
- Considered “Category Influential Consumers” when it comes to new technology (index 145)
- Use their phones to visit news sites, stream TV or listen to a podcast (index 122)

**KPR.org Users**

- Work for computer or equipment manufacturers (index 178) or software manufacturers (index 147)
- Hold a computer or mathematical job title (programmers, software engineers, etc.) (index 149)
- Frequently advise others on computer hardware (index 124) or websites/internet content and services (index 118)
- Involved in business purchase decisions on PC software (index 129)

Sources: GfK MRI Doublebase 2015; GfK Roper’s Category Influentials are deeply familiar with their category, frequent and trusted recommenders of products and services across broad social network; comScore Plan Metrix, 3-month average, Oct-Dec 2015, Composition Index, U.S.
KEY DEMOGRAPHICS

KPR Listeners vs. U.S. Adults % Composition

- Male: KPR Listeners 55%, Total U.S. Adults 48%
- Female: KPR Listeners 45%, Total U.S. Adults 52%
- Age 25-54: KPR Listeners 55%, Total U.S. Adults 53%
- Age 55 and Older: KPR Listeners 41%, Total U.S. Adults 34%
- Household Income $50K+: KPR Listeners 78%, Total U.S. Adults 58%
- Graduated College or More: KPR Listeners 71%, Total U.S. Adults 28%
- Post Graduate: KPR Listeners 36%, Total U.S. Adults 10%
- Home Owners: KPR Listeners 77%, Total U.S. Adults 67%
- Employed Full-Time: KPR Listeners 61%, Total U.S. Adults 48%
- Light TV Users: KPR Listeners 33%, Total U.S. Adults 20%
- Heavy Internet Users: KPR Listeners 26%, Total U.S. Adults 20%

Source: GfK MRI Doublebase 2014
### PROVEN ENGAGEMENT, POWERFUL RESULTS

The “Halo Effect” of KPR

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>86%</td>
<td>Hold a more positive opinion of companies that support KPR.org</td>
</tr>
<tr>
<td>62%</td>
<td>Agree KPR is selective about companies that sponsor its programming</td>
</tr>
<tr>
<td>78%</td>
<td>Prefer to buy products or services from KPR sponsors</td>
</tr>
</tbody>
</table>

Sources: NPR Digital Attitude Survey, NPR Listeners Panel, July 2012; Lightspeed Research, NPR Sponsorship Survey, November 2014

Percentages based on respondents who agreed with each statement, where “agree” = 7-10 on a 0-10 point scale.