95% of listeners have taken direct action as a result of NPR sponsorship.

NPR and Jacobs Media 2007

75% of our listeners prefer to buy products from companies that support public radio, when price and quality are equal.

59% of our listeners think there’s a definite difference in quality between public radio sponsors and commercial radio sponsors.

80% of public radio listeners have a more positive opinion of a company when they find out it supports public radio.

58% of our listeners think that the companies that are heard in sponsorship announcements on public radio are more credible than those heard advertising on commercial radio.

Support thought radio.