

KRCB TELEVISION 22 RADIO 91 FM

Who Listens to NPR?

Educated, Affluent and Active Investors

more likely to have a post-graduate education
more likely to own an investment portfolio
more likely to own a home
more likely to have HHI of over 100K

Influential In Their Community

more likely to have taken active part in a local issue in the past year
more likely to have written a published item in the past year
more likely to have written to an editor in the past year
more likely to have written to an elected official regarding public business in the past year
more likely to have addressed a public meeting in the past year

Looking To The Future

more likely to own retirement real estate
more likely to have an IRA retirement plan

Travelers

more likely to have spent \$6,000+ on a foreign vacation
more likely to be a member of 3 or more frequent flyer programs

Politically Active

more likely to have worked for a political party or candidate in the last 12 months
more likely to have visited an elected official in the past 12 months
more likely to have written to an elected official about

**Based on research from MRI and Nielsen 2006*

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PBS

