

# At a Glance

Since 1917 Wisconsin Public Radio has provided news, music, conversation, and entertainment programs to **inform, inspire and build communities** throughout Wisconsin and around the world. Our commitment to the highest standards of news and cultural content reflects our belief that people and communities thrive with an open exchange of ideas and information.



**WISCONSIN**  
PUBLIC RADIO

## Today's Wisconsin Public Radio has over half a million people engaging weekly!

**On-Air Statewide — 303,800 Weekly Listeners**

Source: Nielsen Ratings Spring24/Fall24

**Streaming Statewide — 30,000 Weekly Listeners on WPR.org**

Source: Streamguys Average Sept 24-Feb 25

**Active Users on WPR.org — 185,000 Weekly**

Source: Google Analytics Average July 24-Dec 24

**In 2024**, after more than two years of analysis, audience research and careful planning, WPR reorganized its statewide service to help Wisconsinites more easily find and enjoy the news and music programs they love. WPR's 38 stations are now **WPR News and WPR Music**.



**WPR News:** With WPR reporters in eight local bureaus across the state — plus NPR and BBC national and global coverage — WPR News offers an unparalleled mix of journalism from Wisconsin, the nation and the world all day, every day. Your favorite news and information programs, including “Morning Edition,” “All Things Considered,” “The Larry Meiller Show,” “Marketplace,” “1A,” “Science Friday,” “Fresh Air” and more are on WPR News. WPR's morning news and culture program, “Wisconsin Today,” covers current and emerging issues with a decidedly Wisconsin point of view each weekday at 9 a.m.



**WPR Music:** WPR Music offers locally-hosted classical music seven days a week with jazz, world and folk music each weekend. Beloved WPR hosts Stephanie Elkins, Norman Gilliland, Lori Skelton, Ruthanne Bessman, Dr. Jonathan Øverby and Sile Shigley will keep you company day and night with beautiful, expertly curated music and performances you can't find anywhere else. You can count on WPR Music for the best music from Wisconsin, the nation and the world.





# Demographics of a Public Radio Listener

**They are INFLUENCERS!** Public radio Listeners are 3x as likely to drive social trends, influence mass opinion, and create word of mouth ideas and products. When you reach an influencer, your message will be personally shared in their personal networks!

## ENVIRONMENTAL:

**249%** more likely to have participated in environmental group causes in the last 12 months.

**72%** of public radio listeners are interested in finding out how they can help the environment.

**52%** participated in outdoor gardening.

## EDUCATION - CURIOUS LIFE-LONG LEARNERS:

**94%** more likely to be a college graduate.

**87%** value curiosity: wanting to explore and learn about new things.

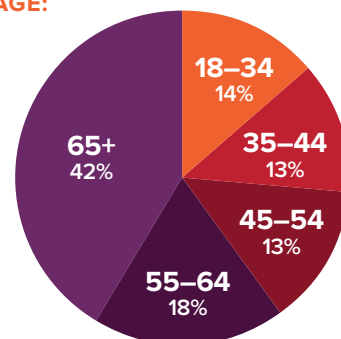
**92%** value learning: continuing to learn throughout life.

## LISTENING LOCATION:\*\*\*

**63%** Not at Home

**37%** At Home

## AGE:



**33%** are 45-64 years

**Prime earning years\***

**61%** are 55-65+ years

**Prime donation years\*\***

## ENGAGEMENT:

They are **highly connected active social people** who participate in 3 or more community or public service activities on a regular basis.

**69%** more likely to attend art galleries & shows.

**125%** more likely to attend classical music/opera performances.

## AFFLUENCE:

**70%** more likely to hold a position in top management.

Average Median household income: **\$111,300**

Average Median home value: **\$429,079**

## HOUSEHOLD INCOMES:

**35%** 150K+ **11%** 250K+

## GENDER:\*\*\*

**52%** Women **48%** Men

Source: 2024 NPR Audience Profile MRI-Simmons Doublebase Fall 2023

\*Payscale.com

\*\* Philanthropy Roundtable.org & Giving USA.org

\*\*\*Nielsen Company Spring 2024/Fall 2024 Weekly Cume 6a-12p WPR stations



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# Demographics of a Public Radio Listener

**Connect your Message with public radio listeners and create a bond!** For over 100 years, audio fans have turned to WPR for trusted, reliable content. By continuing to uphold its mission to create a more informed public, WPR has created a relationship of trust with listeners that extends to sponsors. When surveyed, listeners agreed that not only do they have a positive opinion of WPR sponsors and pay attention to their messages, but that they have a strong intent to buy from those sponsors and follow through with action. This halo effect helps make WPR not only the #1 in trust for listeners, but the #1 in trust for brands.



**WISCONSIN**  
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**72%** of listeners hold a more **positive opinion of companies that support public radio.\***

**54%** of listeners find **public radio sponsors to be more credible companies.\***

**68%** of listeners **buy products from companies that support public radio!\***

**84%** **take action in response to something heard on public radio.\***

#### **PHILANTHROPIC BEHAVIOR:**

**168%** more likely to contribute to an arts/cultural organization than the national average.

**59%** more likely to contribute to an educational organization than the national average.

**88%** more likely to contribute to a social services organization than the national average.

**162%** more likely to contribute to environmental organizations than the national average.

#### **BUYING HABITS:**

**70%** buy based on **quality, not price.**

**91%** more likely to own at least **\$250,000 in investments.**

**71%** take an active role in **planning for their retirement.**

**84%** buy vehicles based on how the **vehicle meets their needs** whether foreign or domestic.

**80%** will **buy a product from a company they trust**, even if it is slightly more expensive.

**57%** buy **natural products** because they are concerned about their family's health.

**79%** **use the internet** to carry out day-to-day banking functions.

**64%** are **willing to pay more** for a product that is environmentally safe.

**43%** had **home improvements** in the last 12 months.

**50%** travel within the **continental US for vacation.**

Source: 2024 NPR Audience Profile MRI-Simmons Doublebase Fall 2023.

\* Source: NPR State of Sponsorship Survey, June 2023



# Clutter Free

## Public radio is a **clutterfree** **oasis** for sponsors

On WPR sponsor announcements  
air for **no more than 2 min/hour**

and we run **no more than 2 in a row**

### **Broadcast Your Message in a Clutter Free Environment**

WPR airs no more than 2 minutes of sponsor announcements per hour and no more than 2 announcements in a row, compared to commercial radio, which runs up to 18 minutes of commercials per hour.

**Our account executives work together with you to craft messages that our listeners want to hear.** Your unique 15-second message will be clear, concise and informative — the kind of message listeners have been shown to respond to.

**WPR listeners act on the messages they hear and do business with those who support the station.**



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# WPR News & Music Maps

## Today's Wisconsin Public Radio – Over Half a Million Engage Weekly

On-Air Statewide – **303,800 Weekly Listeners** tuning in **5.5 hours per week!**

**30,000 Weekly Listeners** streaming WPR.org

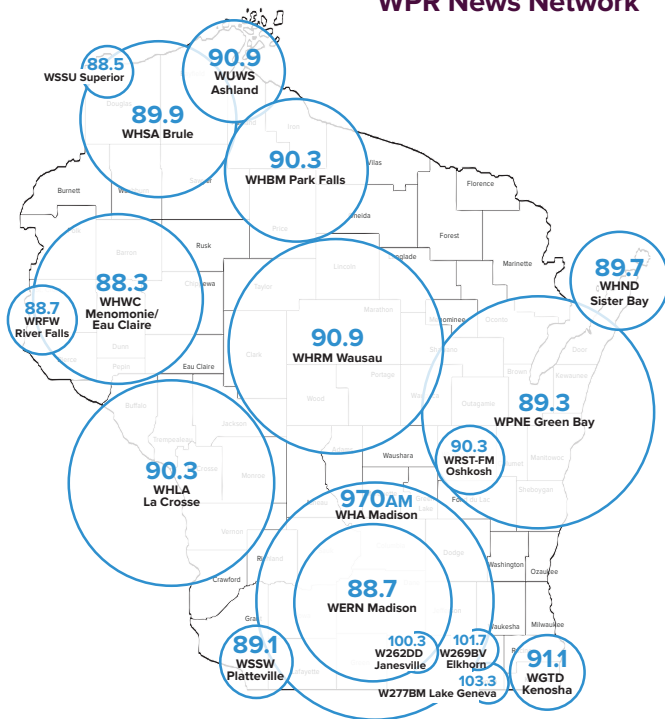
**Over 185,000** weekly active users of WPR.org

Source: Nielsen Ratings SP24/FA24

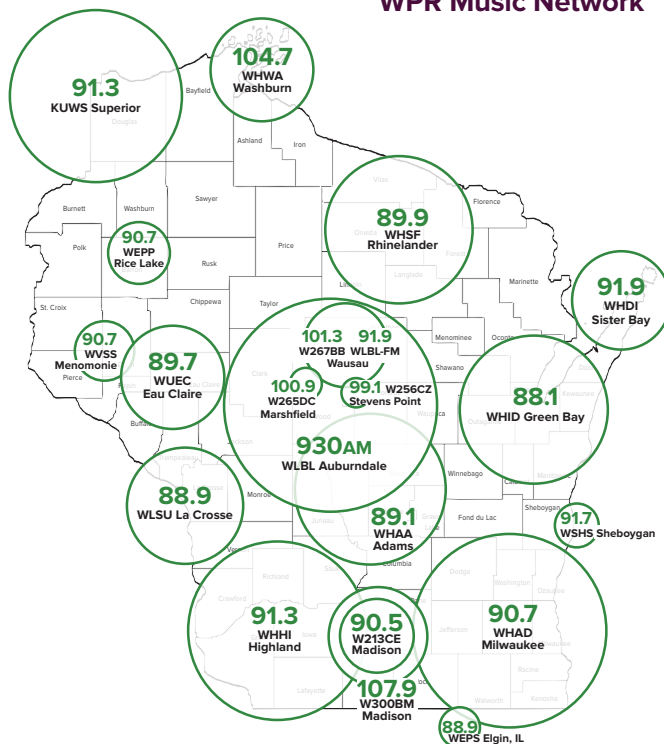
Source: Streamguys Sept 24-Feb 25

Source: Google Analytics Average July - December 2024

### WPR News Network



### WPR Music Network



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# WPR News

Alex Crowe hosts "Morning Edition" each weekday morning at 5 a.m.

## Statewide Schedule

The program line-up on your regional station may be slightly different. Up-to-date schedules can be found at [wpr.org](http://wpr.org).



Larry Meiller host of "The Larry Meiller Show"  
Monday through Friday, 11 a.m. to 1 p.m.



Rob Ferrett and Kate Archer Kent host "Wisconsin Today" weekday mornings 9 a.m. to 10 a.m.



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	Weekdays	Saturdays	Sundays	
5 AM	Morning Edition	Garden Talk	BBC World Service	
5:30			Weekend Edition – Saturday	Weekend Edition – Sunday
6				
6:30				
7				
7:30				
8	Wisconsin Today	Wait, Wait...Don't Tell Me!	To The Best Of Our Knowledge	
8:30				
9	1A	Code Switch/Life Kit	BETA	
9:30				
10	The Larry Meiller Show Garden Talk (F)	BETA	A Way With Words	
10:30		The People's Pharmacy	Wait, Wait...Don't Tell Me!	
11				
11:30		Zorba Paster On Your Health	Bullseye	
12 PM	All Things Considered			
12:30				
1	Hidden Brain	This American Life		
1:30				
2	To The Best Of Our Knowledge	RadioLab		
2:30				
3	Weekend All Things Considered	Weekend All Things Considered	Weekend All Things Considered	
3:30				
4		Snap Judgment	University Of The Air	
4:30				
5	Marketplace	The Moth Radio Hour	Zorba Paster On Your Health	
5:30				
6	Wisconsin Today (Rebroadcast)	This American Life	Live Wire	
6:30				
7	Fresh Air (M-W, F) The Middle (Th)	Radiolab	Code Switch/Life Kit	
7:30				
8	Today, Explained	PRX Remix	It's Been a Minute	
8:30				
9	Chapter A Day		PRX Remix	
9:30	Reveal (M) Latino USA (T) To The Best Of Our Knowledge (W-Th) Snap Judgment (F)			
10				
10:30				
11				
11:30	BBC World Service		BBC World Service	
12–5 AM	BBC World Service			

Photo credit: WPR/Tom Krueger Photography





# WPR Music

Stephanie Elkins hosts "Morning Classics" each weekday morning at 6 a.m.

## Statewide Schedule

The program line-up on your regional station may be slightly different. Up-to-date schedules can be found at [wpr.org](http://wpr.org).



Dr. Jonathan Øverby Host & Executive Producer  
"The Road to Higher Ground" Saturday, 5 p.m. to 9 p.m.



Norman Gilliland hosts "The Midday" Monday through Friday 11 a.m. to 1 p.m. and holds the popular "Midday Quiz."



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	Weekdays (M-Th)	Weekday (F)	Saturdays	Sundays
6				
6:30				
7				
7:30	Morning Classics with Stephanie Elkins	Morning Classics with Stephanie Elkins	Morning Classics	Morning Classics
8				
8:30				
9				
9:30				
10	The Midday Classics with Norman Gilliland	The Midday Classics with Norman Gilliland	Classics By Request with Ruthanne Bessman	
10:30				
11				
11:30				
12 PM				
12:30				Wisconsin Classical with Lori Skelton
1	Afternoon Classics with Lori Skelton	Afternoon Classics with Lori Skelton	Afternoon Classics with Ruthanne Bessman (Metropolitan Opera at Noon, Dec. thru June)	Sunday Afternoon Classics & Specials
1:30				
2				
2:30				
3				
3:30				
4	Drivetime Classics with Jason Heilman	Drivetime Classics with Jason Heilman	BETA	To The Best Of Our Knowledge
4:30				
5				
5:30				
6				
6:30				
7	Chapter A Day	Chapter A Day	The Road to Higher Ground with Dr. Jonathan Øverby	Simply Folk with Sile Shigley
7:30	Nighttime Classics & Specials	Nighttime Classics & Specials		
8		Jazz Night in America		
8:30	Wisconsin Classical (Rebroadcast) (8-10 Monday)			
9				
9:30				
10	From the Top (8-9 Tuesday)	Evening Jazz	Evening Jazz	Overnight Classics
10:30				
11				
11:30	Overnight Classics			
12 AM				
12:30				
1-6 AM		Overnight Classics	Overnight Classics	

Photo credit: WPR/J. Potter

