



## Reach intelligent, influential, business-savvy listeners

*Marketplace Morning Report* provides listeners with the day's developing business and economic stories with plenty of technology coverage to boot. David Brancaccio shares the morning's news with a weekly audience of more than 10 million listeners nationwide.<sup>1</sup>

### BY THE NUMBERS

Compared to the general population, public radio news listeners are:

- 161% more likely to have a household income of \$250,000 or more<sup>2</sup>
- 143% more likely to work in professional/managerial occupations or be self-employed<sup>2</sup>
- 151% more likely to be B2B decision-makers in their places of work<sup>2</sup>

### THE MARKETPLACE MORNING REPORT AUDIENCE:

- 55% male<sup>2</sup>
- Targets 35-64 adults<sup>2</sup>
- 73% college graduates (vs. 27% national average)<sup>2</sup>

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*Marketplace* listeners specifically are more engaged with and informed on business issues.<sup>3</sup> Sponsoring *Marketplace Morning Report* is an opportunity to share your message with a smart, influential audience of morning commuters.

1. Source: Nielsen Audio, Nationwide DMA data, Persons 12+, Fall 2018.

2. Source: MRI Doublebase, 2017.

3. Source: DRI Research, 2017.

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