



**KUOW** .ORG  
94.9

**npr**  
Network

# *The Power of Public Radio*



# TRUST

*KUOW's mission is to create and serve a more informed public. Each week, hundreds of thousands of people rely on KUOW for the news that matters most.*

**Establishing TRUST is difficult in today's media climate but is essential for businesses/organizations to build a prospective client base.**





Your brand will benefit from **public media's halo effect**.

Audiences assign favorable attributes of public media to your brand, promoting your image as **credible, trustworthy, quality-oriented and community-minded**.

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**74%**

Hold a more positive opinion of sponsors that support NPR

**78%**

Consider public radio "personally important to them"

**73%**

prefer to do business with companies that support NPR



## Changing media landscape

KUOW is meeting listeners through expanded platforms to reach new audiences while continuing to be a top performer in the market for broadcast listening.

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Sources:  
Nielsen Jan '24'-Dec '24 M-Su 6a-12m P25-54  
Triton Jan '24-Dec '24

## KUOW Market Strength

- **Average market share is up 16% year over year** for listening to a 7.2 share.
- **Highest average quarter hour listening for adults 25-54** compared to any other news station in the market
- **Expanded podcast offerings** with over 168,811 users and 513,191 annual downloads
- **Live stream delivers** over 1.3M sessions a month

As the media landscape evolves, **KUOW continues to reach new audiences.**

KUOW reaches its audiences through broadcast, online, podcasts, audio streaming and events.



**BROADCAST**

**310,492**

AVG WEEKLY CUMULATIVE LISTENERS

**5.00 hrs**

AVG PER WEEK SPENT LISTENING<sup>1</sup>



**DIGITAL**

**1,172,690**

KUOW.ORG AVG MONTHLY PAGE VIEWS<sup>3</sup>

**486,551+**

KUOW.ORG AVG MONTHLY UNIQUE USERS<sup>3</sup>



**EMAIL**

**71,000**

TOTAL NEWSLETTER SUBSCRIBERS<sup>4</sup>



**24/7 AUDIO STREAMING**

**1.3M**

AVG MONTHLY STREAMING SESSIONS

**60+ mins**

AVG TIME SPENT LISTENING PER SESSION<sup>2</sup>



**EVENTS**

**17 events**

COMMUNITY EVENTS IN FY24<sup>4</sup>



**PODCASTS**

**513,191**

AVG MONTHLY DOWNLOADS<sup>2</sup>

1 Nielsen Jan '24-Dec '25, M-Su 6a-12m 6+

2 Triton Jan '24-Dec '24.

3. Google Analytics Jan '24-Dec '24.

4. KUOW Internal Records 2024

*KUOW delivers  
an audience of  
influential, thought  
leaders that is  
difficult to reach  
with other media.*

**EDUCATED**

**60%** MORE LIKELY TO HOLD A COLLEGE DEGREE  
**100%** MORE LIKELY TO HOLD A GRADUATE DEGREE

**AFFLUENT**

**31%** MORE LIKELY TO ENJOY INCOMES OF \$100K+  
**36%** MORE LIKELY TO ENJOY INCOMES OF \$250K+

**PROFESSIONAL**

**53%** MORE LIKELY TO WORK IN ARTS, DESIGN,  
ENTERTAINMENT, SPORTS AND MEDIA  
**32%** MORE LIKELY TO WORK IN  
PROFESSIONAL AND RELATED OCCUPATIONS

**CULTURED**

**53%** MORE LIKELY TO VISIT ART MUSEUM  
**37%** MORE LIKELY TO ATTEND LIVE THEATER  
**36%** MORE LIKELY TO ATTEND DANCE OR  
BALLET PERFORMANCE

**PHILANTHROPICALLY  
MINDED**

**79%** MORE LIKELY TO CONTRIBUTE TO  
ARTS/CULTURAL ORGANIZATIONS  
**54%** MORE LIKELY TO DONATE MONEY OR TIME  
TO ENVIRONMENTAL CAUSES  
**65%** MORE LIKELY TO DONATE TO A SOCIAL  
WELLFARE ORGANIZATION

Source: Scarborough R2 2023: July22-Jul23 A18+, R2 2024: Aug23-Aug24 A 18+  
"More Likely" represents the percentage over the market average.





Connect with a  
**highly engaged**  
**community**  
of listeners  
and supporters.

KUOW is a valued community resource.

**Listeners consider their NPR station as a valued community resource.**

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**BUSINESS TO BUSINESS**

NPR listeners are **108% more likely to be managers or professionals** involved in business purchases

**INFLUENTIALS**

NPR reaches one of the highest concentrations of key community leaders in all of media — **more than 2.5x as likely than the average adult to be an influential.\***

**CULTURALLY CURIOUS**

**92% consider continued learning throughout life** “very important” and 87% say the same about wanting to explore and try new things.

**ENVIRONMENTALLY CONSCIOUS**

70% of NPR listeners believe that being in tune with nature is important and **76% believe preserving the environment is important**

**CHARITABLE GIVING**

KUOW is a 501(c)3 non-profit and underwriting may be considered a charitable donation. **Underwriting supports local journalism and reporting.**



*KUOW delivers*  
**unique messaging**  
**in a clutter-free**  
**environment.**

KUOW listeners value the non-commercial aspect of public radio. **KUOW airs an average of less than two minutes per hour of local underwriting spots versus 12–18 minutes per hour on commercial stations.**

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*We collaborate to craft*  
*the perfect message:*

- Copy writing support
- No production costs — KUOW talent records and produces each message.
- New messages can be added anytime, and there is no additional cost to air multiple messages on rotation.
- Your message will not compete with others in your industry within the same hour.
- Your message will not be adjacent to political ads as public radio does not accept advocacy messaging.





**Hundreds of local and national businesses trust KUOW to amplify their messages and make connections that count.**

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At KIA, our ethos is “movement that inspires” ... and that’s why we proudly support public radio programming that informs, inspires, and strengthens our community. We value reaching listeners through KUOW and supporting KUOW’s car donation program. It feels great that our marketing is supporting such a valuable public service.

 **KIA AMERICA**  
KATHY GLEASON  
DIRECTOR OF WEST REGION



We were not getting great ROI in internet ad spends. Now that we are a business sponsor on KUOW, we honestly have too much business, and the people that are contacting us now are our ideal clients.

 **PHINNEY RIDGE PAINTING**  
NIK PALLADINO  
CO-OWNER



KUOW’s reach and reputation helped [the College of Science and Engineering] find a new generation of engineers, scientists and computer scientists to continue our region’s growth and development.

 **SEATTLE UNIVERSITY**  
BRETT A. PRIM,  
DIRECTOR OF MARKETING AND RECRUITMENT

