

WPSU-FM

Demographics

55% men 45% women

68% aged 25 to 54
51% aged 35 to 54
23% aged 18 to 34

65% college degree or beyond
32% graduate school attended/degree

72% HHI \$50,000+
52% HHI \$75,000+
median \$88,341

64% married 23% single

78% employed
48% professional/managerial
23% make purchase decisions \$1,000+

Lifestyles*

77% community-minded and active
63% vote
14% do fund-raising

86% attend theater/concerts/dance
64% dine out
56% attend live music performances
55% read books

56% exercise regularly
39% walk for exercise
23% swim

40% own financial securities
24% own mutual funds
19% own common stocks

87% own household computer
74% subscribe/use online service

75% travel domestically
41% travel internationally**

*Past-year activities

**Past three-year activities

Source:
Demographics/Lifestyles
MRI Doublebase 2005

Celebrating more than 50 years of public radio programming

WPSU-FM offers in-depth informational programming and has been in service for more than fifty years. It is a leader in both the community and the nation, with one of the highest listener market shares among public radio stations nationwide.

The station is the National Public Radio (NPR) affiliate for thirteen counties in north-central Pennsylvania, delivering public radio favorites such as *Morning Edition*, *All Things Considered*, *Car Talk*, and *Prairie Home Companion* to the more than 450,000 listeners in the region.

WPSU-FM also provides a strong local news service and music programming, including thirty hours of classical music per week and folk, jazz, and blues shows.

Greg Petersen, director of program services and manager of WPSU, sums it up best, "This unique programming makes WPSU a very distinct and valued service that members use and support."

WPSU-FM has made great strides in providing the best in technology to its listeners. Achievements include the construction of a full-power repeating station, WPSB/Kane, and five translator stations in northern and central Pennsylvania. WPSU-FM now broadcasts twenty-four hours a day and is audiostreamed on the Web at wpsu.org, a site providing constant news updates, weather reports, and a local community calendar.

Tune in to WPSU-FM at:

106.7 Altoona
100.9 Bradford
104.7 Clearfield
91.5 Central Pennsylvania

92.1 DuBois
102.5 Huntingdon
90.1 Northern Pennsylvania
95.1 Treasure Lake

PENNSTATE



WPSU

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WPSU-TV WPSU-FM

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