

# 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

PENN STATE



PENN STATE Making Life Better®

# WPSU

## 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](http://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  
92.3 Huntingdon  
90.1 Northern Pennsylvania  
95.1 Treasure Lake

PENN STATE PUBLIC BROADCASTING

WPSU-TV WPSU-FM WPSU-DT  
Educational Services Creative Services Media Sales

Penn State Public Broadcasting • 120 Outreach Building, University Park PA 16802 • Phone: 814-865-3333 • Fax: 814-865-3145

This publication is available in alternative media on request. Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.  
U.Ed.OUT 07-0312. Copyright © 2004 The Pennsylvania State University