



AUDIENCE

Cultural, Connected, Intellectual and Influential

Across platforms, NPR reaches the nation's best and brightest. On air and online, the NPR audience is influential and curious. They are learning more and leading more. Connected to their local communities and tuned in to the latest public affairs and cultural conversations, the NPR audience embodies the thought and opinion leader.

REACH & ENGAGEMENT

On air, NPR reaches 28.5 million weekly listeners through more than 1,000 public radio stations. Online, NPR.org attracts a growing audience of 41.6 million unique monthly users.

85%

of listeners consider
NPR "personally
important to them"

77%

of listeners take
action in response to
an NPR sponsorship
announcement

87%

of listeners discuss
content with friends,
family and
colleagues*

Sources: (On air reach) Fall 2018 ACT 1 based on Nielsen Nationwide, Persons 12+, Mon.-Sun. © 2018 The Nielsen Company. May not be quoted or reproduced without the prior written permission of Nielsen. (Online reach) Google Analytics, 3-month average, Jan-Mar 2019. (Engagement): (NPR Listeners) Lightspeed Research, State of Sponsorship Survey, March 2019; *NPR Impact Study, NPR Listens, January 2017; (NPR.org Users) Local-National Survey on NPR.org, May 2017; NPR Impact Study November 2015; (NPR Podcast Users) NPR All Podcasts Survey, April 2019.

The Business Leader

The Cultural Connoisseur

The Educated Lifelong Learner

The Civic Leader

The Sustainability Champion

The Curious Explorer

The Tech Trendsetter

- NPR listeners are 110% more likely to be top management and 114% more likely to be C-suite executives
- NPR.org users are 24% more likely to be in a vice president role*

- NPR.org users are 81% more likely to be Chief Operating Officers*
- NPR listeners are 113% more likely to be B2B decision makers involved in one or more purchase decisions valued at \$1,000+



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- NPR listeners are 130% more likely to attend two or more live theatre performances per month
- NPR.org users are 11% more likely to visit museums and art galleries*

- 31% of NPR.org users watched a movie in theaters in the past month*
- NPR listeners are 65% more likely to have taken 3+ vacation/personal trips in the past year



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- NPR listeners are 226% more likely to have a post-graduate degree
- NPR.org users are 28% more likely to be graduate students*

- NPR listeners are 380% more likely to have a doctorate degree
- 51% of NPR.org users have a college degree or higher*



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- NPR listeners are 151% more likely to serve on a committee for some local organization
- 79% of NPR.org users participate in political activities*
- NPR listeners are 284% more likely to have been an active member of any group that tries to influence public policy or government
- NPR.org users are 200% more likely to subscribe to a political publication*



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- NPR listeners are 54% more likely to purchase natural/organic foods
- 76% of NPR.org users say minimizing my impact on the environment is an important part of my life*

- 77% of NPR.org users make special effort to maintain a healthy diet*
- NPR listeners are 316% more likely to participate in environmental groups or causes



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- 72% of NPR listeners traveled domestically in the last year
- 46% of NPR listeners traveled internationally in the past three years
- 87% of NPR listeners agree that curiosity - wanting to explore and learn about new things - is very important
- NPR.org users are 22% more likely to have taken 11-19 personal trips in the U.S. in the past year*



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- NPR listeners are 114% more likely to work in MIS, IS, IT, Networking or Technology-related jobs
- 46% of NPR.org users agree that they are usually the first to buy new technology products*

- NPR listeners are 160% more likely to be involved in B2B purchases of computer software
- 54% of NPR listeners agree that when they find a technology product they like, they tend to recommend it to people they know

