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.
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*

• 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+

The Business Leader

- 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*

The Cultural Connoisseur

- 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

The Educated Lifelong Learner

The Civic Leader

The Sustainability Champion

The Curious Explorer

The Tech Trendsetter

**The Business Leader**

- NPR listeners are 226% more likely to have a post-graduate degree

**The Cultural Connoisseur**

- 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*

**The Educated Lifelong Learner**

- The Civic Leader

- The Sustainability Champion

- The Curious Explorer

- The Tech Trendsetter

The Business Leader

• NPR listeners are 151% more likely to serve on a committee for some local organization

The Cultural Connoisseur

• 79% of NPR.org users participate in political activities*

The Educated Lifelong Learner

• 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*

The Civic Leader

The Sustainability Champion

The Curious Explorer

The Tech Trendsetter

The Business Leader
- 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*

The Cultural Connoisseur
- 77% of NPR.org users make special effort to maintain a healthy diet*

The Educated Lifelong Learner

The Civic Leader
- NPR listeners are 316% more likely to participate in environmental groups or causes

The Sustainability Champion

The Curious Explorer

The Tech Trendsetter

The Business Leader

- 72% of NPR listeners traveled domestically in the last year
- 46% of NPR listeners traveled internationally in the past three years

The Cultural Connoisseur

- 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*

The Educated Lifelong Learner

The Civic Leader

The Sustainability Champion

The Curious Explorer

The Tech Trendsetter

The Business Leader

- NPR listeners are 114% more likely to work in MIS, IS, IT, Networking or Technology-related jobs

The Cultural Connoisseur

- NPR listeners are 160% more likely to be involved in B2B purchases of computer software

The Educated Lifelong Learner

- 46% of NPR.org users agree that they are usually the first to buy new technology products*

The Civic Leader

- 54% of NPR listeners agree that when they find a technology product they like, they tend to recommend it to people they know

The Sustainability Champion

The Curious Explorer

The Tech Trendsetter