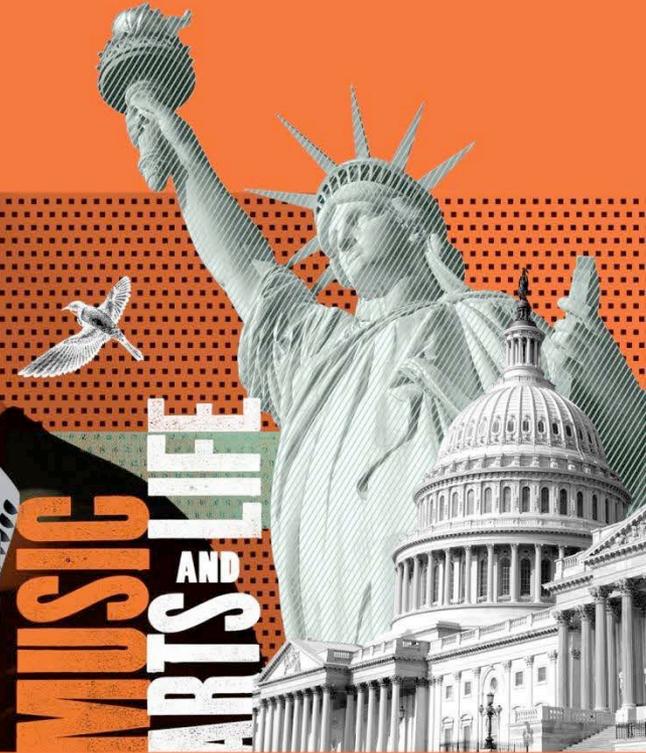




NEWS



MUSIC  
AND  
ARTS LIFE



THIS IS NPR

Cross-platform Audience Profiles



# THE AFFLUENT BUSINESS LEADER

## Reach C-Suite Executives, Business Owners and Top Management

### NPR listeners

Earns **\$100k+** a year  
(index 177)

Has **\$150k+** in investment  
portfolio (index 249)

Is a **C-Suite executive** (index 141)

Works in **Top Management**  
(index 240)

Is a **B2B decision maker**  
involved in one or more  
purchase decisions valued at  
**\$1,000+** (index 234)

### NPR.org users

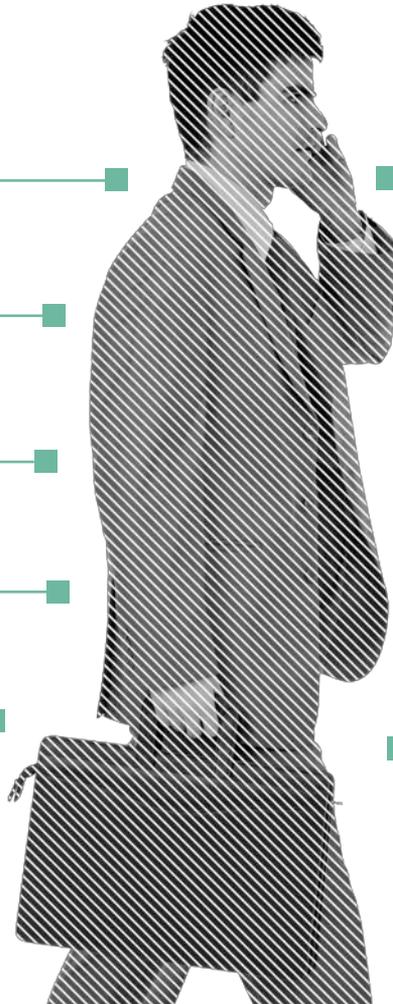
Earns **\$100k+** a year (index 134)

**EVP/SVP/VP** of company (index 247)

Is a **decision maker/influencer**  
(index 157)

Monitors **stocks/investments**  
online (index 135)

Is a **decision maker in a small  
company** with less than 100  
employees (index 138)





# THE CULTURAL CONNOISSEUR

## Reach Artistic, Creative and Culturally Connected Individuals

### NPR listeners

Has a **post-graduate degree**  
(index 361)

Had at least **4 glasses of wine**  
this week (index 211)

Gives advice to friends and  
family **on travel, restaurants,  
music or books** (index 117)

Spent **\$1000+ on travel**  
in the past 12 months, foreign or  
domestic vacations (index 167)

Attends **two or more**  
**movies or live concerts** every  
month (index 133)



### NPR.org users

Provides frequent advice on  
**restaurants or bars** (index 149)

Visited a **museum or art gallery**  
in the last month (index 169)

Interested in **wine**  
**collecting/tasting** (index 157)  
and **gourmet cooking**  
(index 138)

Attended a **cultural event** in  
the last month (index 144)

**Read a book** in the last  
month (index 128)



# THE WELL-EDUCATED LIFELONG LEARNER

## Reach Intellectuals Committed to Continued Learning

### NPR listeners

Has a **Doctorate degree**  
(index 382)

Works in **college education**  
(index 347) or **pre-school through high school education** (index 171)

Has a **professional school degree** (index 412)

Currently **attends a college or university** (index 115)



### NPR.org users

Works in **educational services** industry (index 225)

Attended an **adult education retreat** in the last 2 years (index 132)

Has a **college or post-graduate degree** (index 196)

Shopped online for **educational computer software** in the last month (index 266)



# THE CIVIC INFLUENTIAL & COMMUNITY ACTIVIST

## Reach Civic Leaders and Community Influentials

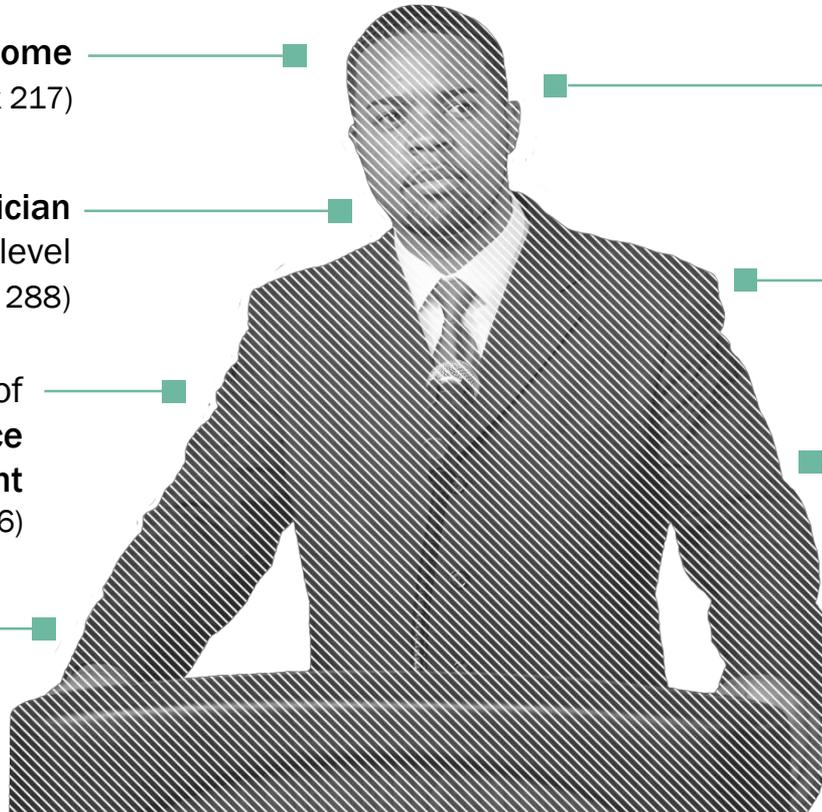
### NPR listeners

Served on a **committee for some local organization** (index 217)

Has **written or called any politician** at the local, state or national level in the last year (index 288)

Has been an active member of any group that tries to **influence public policy or government** (index 316)

Has worked in **local, state or federal government** (index 157)



### NPR.org users

**Provides frequent advice on politics/current events** (index 154)

**Wrote an article for a magazine or newspaper** in the last year (index 198)

**Has signed a petition** in the last year (index 171)

**Has worked for a political party** in the last year (index 169)



# THE CHAMPION OF WELLNESS & SUSTAINABILITY

## Reach Those Who Live Lifestyles of Health and Sustainability

### NPR listeners

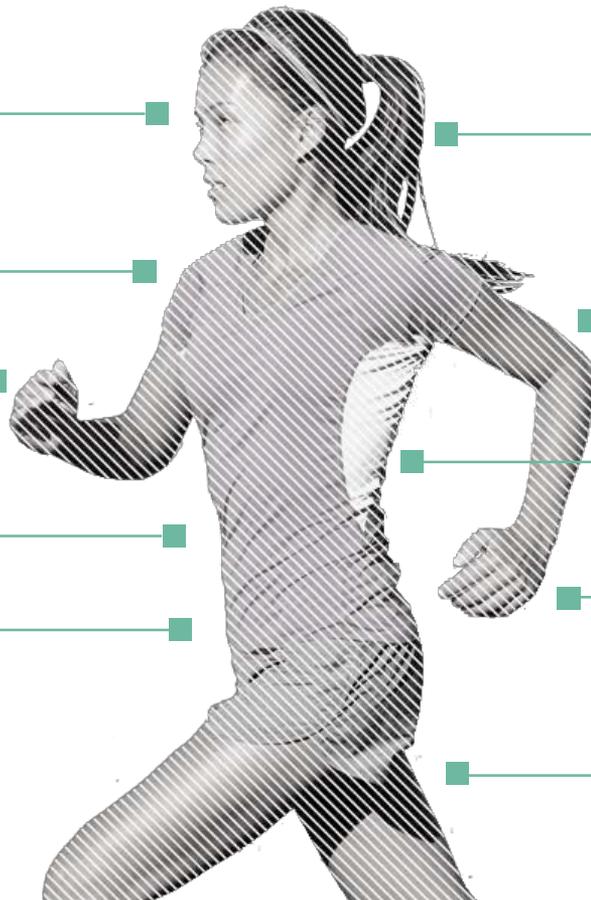
More likely to consider herself **“heedful of wellness”** regarding food purchases (index 130)

Purchases **natural or organic** foods (index 181)

Participates in **environmental groups or causes** (index 391)

Drives a **hybrid vehicle** (index 319)

Agrees that companies should make sure their **products are environmentally friendly even if that means charging higher prices** (index 131)



### NPR.org users

**Practices yoga** (index 158) and goes **jogging** for physical fitness (index 156)

Purchases **environmentally friendly products** (index 153)

Reads **nutrition/cooking e-newsletters** (index 216)

Provides frequent advice on **health, dieting or exercise** (index 129)

Donates time/money to **environmental causes** (index 195)



# THE CURIOUS ADVENTURER

## Reach Eager Travelers and Curious Explorers

### NPR listeners

17% of affluent listeners usually fly **first class or business class\***

72% **traveled domestically** in the last year; 41% **traveled internationally** in the last three years

Goes **backpacking/hiking** (index 252) and visits **national parks** (index 172) on domestic vacations

Spent **8+ nights in hotels/motels** in the last year (index 179)



### NPR.org users

Enjoys **learning foreign languages** as a personal hobby (index 191)

Travels **domestically** (index 218) and **internationally** (index 287) for **business**

Spends heavily on **airline tickets** (index 187)

Takes **spa/resort vacations** (index 353)

Goes on **skiing vacations** (index 138)



# THE EARLY ADOPTER

## NPR Delivers a Tech-Savvy Audience

### NPR listeners

Considered “Super Influential Consumers” when it comes to **new technology** (index 151)

61% say they are “**fascinated by new technology**”

Uses phone to visit **news sites, stream TV, download music or listen to a podcast** (index 120)

Has job responsibility in **MIS/IS/IT/Networking or Technology** (index 224)

62% agree “when I find an electronics product I like, **I tend to recommend it to people I know**”



### NPR.org users

Provide **frequent advice on electronics** (index 161)

Purchased **home electronics** in the past 6 months (index 213)

More likely to be **EDP/MIS professionals** (index 382)

Use their **tablet to email** (index 161) and **upload pictures or music** (index 215)

Decision maker or influencer involved in purchasing **computer hardware** (index 225) or **software infrastructure** (index 280)



# LISTENERS CONNECT WITH NPR SPONSORS

## The “Halo Effect” of NPR and NPR.org

86%

Hold a more positive opinion of companies that support NPR.org

60%

Hold a more positive opinion of sponsors that support NPR

78%

Prefer to buy products or services from NPR sponsors