THIS IS NPR

Cross-platform Audience Profiles
THE BUSINESS LEADER

Reach C-Suite Executives, Business Owners and Top Management

**NPR listeners**

- Have $150k+ in investment portfolio (index 225)
- Work in Top Management (index 229), and are C-Suite executives (index 214)
- Are B2B decision makers involved in one or more purchase decisions valued at $1,000+ (index 253)

**NPR.org users**

- Are Chief Operating Officers (Index 149)*
- Have a $500K-$999,999 annual budget for business purchases (index 188)
- Are in management (Index 113)

Sources: (NPR listeners) GfK MRI Doublebase 2017; (NPR.org users) comScore Plan Metrix, 3-month average, October-December 2017, Composition Index, U.S.; *2017 Ipsos Affluent Survey, U.S. Adults 18+ HHI $100K+.
THE CULTURAL CONNOISSEUR

Reach Artistic, Creative and Culturally Connected Individuals

NPR listeners

- Have a post-graduate degree (index 342)
- Give advice to friends and family on travel, restaurants, movies, music or books (index 119)
- Took 3+ vacation/personal trips in the past year (index 177)

NPR.org users

- Buy tickets for museum and art gallery (index 157)
- 44% enjoy reading, 27% entertain at home, and 29% enjoy gardening
- Watched a foreign film in the past 6 months (index 109)

Sources: GfK MRI Doublebase 2017; comScore Plan Metrix, 3-month average, October-December 2017, Composition Index, U.S.
THE EDUCATED LIFELONG LEARNER

Reach Individuals Committed to Continued Learning

**NPR listeners**
- Have a Doctorate degree (index 480), or any **post-graduate degree** (index 342)
- Hold education, training and library occupations (index 210)
- Read a book in the last 12 months (index 154)

**NPR.org users**
- 65% have a college degree or higher
- In the past 6 months, have searched for **online educational classes** (index 154)
- Are **graduate students** (index 184)

Sources: GfK MRI Doublebase 2017; comScore Plan Metrix, 3-month average, October-December 2017, Composition Index, U.S.
## THE CIVIC LEADER

Reach Community Activists and Civically-Minded Individuals

<table>
<thead>
<tr>
<th><strong>NPR listeners</strong></th>
<th><strong>NPR.org users</strong></th>
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<tbody>
<tr>
<td>Work in local, state or federal government (index 168)</td>
<td>69% of NPR.org users participate in political activities</td>
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<tr>
<td>Serve on a committee for a local organization (index 235)</td>
<td>Keep up with the latest on politics or current events (index 108)</td>
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<tr>
<td>Have been an active member of any group that tries to influence public policy or government (index 366)</td>
<td>Subscribe to a political publication (index 110)</td>
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Sources: GfK MRI Doublebase 2017; comScore Plan Metrix, 3-month average, October-December 2017, Composition Index, U.S.
THE SUSTAINABILITY CHAMPION

Reach Those Who Live Lifestyles of Health and Sustainability

**NPR listeners**

- More likely to consider themselves “heedful of wellness” regarding food purchases (index 121)
- Purchase natural or organic foods (index 168)
- Participate in environmental groups or causes (index 394)

**NPR.org users**

- 63% look for ways to lead a healthier life*
- 68% of NPR.org users recycle
- 95% engage in physical activity to improve or maintain health*

Sources: GfK MRI Doublebase 2017; comScore Plan Metrix, 3-month average, October-December 2017, Composition Index, U.S. *Refers to sometimes or always performing the specified action.
THE CURIOUS EXPLORER

Reach Eager Travelers and Curious Adventurers

NPR listeners

- 71% traveled domestically in the last year; 43% traveled internationally
- Go backpacking/hiking (index 211) and visit national parks (index 179)
- 86% of NPR listeners agree that curiosity – wanting to explore and learn about new things – is very important

NPR.org users

- Took 16-20 personal domestic trips in the last 12 months (index 177)
- Purchase travel insurance (index 144) and cruises (index 121)
- Visit cultural and historic sites while on vacation (index 144)

Sources: GfK MRI Doublebase 2017; comScore Plan Metrix, 3-month average, October-December 2017, Composition Index, U.S.
THE TECH TRENDSETTER

NPR Delivers a Tech-Savvy Audience

**NPR listeners**

Have job responsibilities in MIS/IS/IT/Networking or Technology (index 242)

Considered “Category Influential Consumers” when it comes to new technology (index 113)

Read the science and technology sections in the newspaper (index 204)

**NPR.org users**

Work for software manufacturers (index 183) or a computer/hardware retailer/distributor (index 106)

Are involved in B2B purchases of computer hardware (index 242), software (index 280) and web development services (index 280)

53% of NPR listeners agree that when they find a technology product they like, they tend to recommend it to people they know

Sources: GfK MRI Doublebase 2017; GfK Roper’s Category Influentials are deeply familiar with their category, frequent and trusted recommenders of products and services across broad social network; comScore Plan Metrix, 3-month average, October-December 2017, Composition Index, U.S.
PROVEN ENGAGEMENT, POWERFUL RESULTS

The “Halo Effect” of NPR

60%
Agree NPR is selective about companies that sponsor its programming

73%
Have taken action in response to a sponsorship message on NPR.org

70%
Prefer to buy products or services from NPR sponsors

Sources: Lightspeed Research, State of Sponsorship Survey, March 2017. % Agree or strongly agree among Morning Edition/All Things Considered weekly listeners, n=500; NPR.org: Lightspeed Research, State of Sponsorship Survey, August 2015. % Agree or strongly agree among NPR.org users.