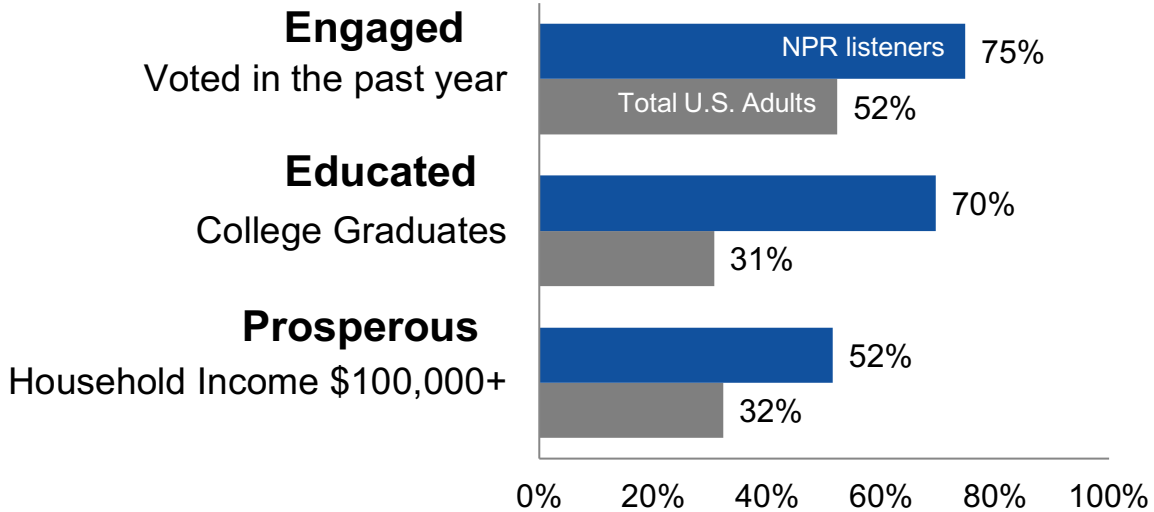




NPR listeners are engaged with NPR content, with a stronger halo effect than commercial radio.



NPR listeners are informed and influential.

CURIOUS

52% more likely than the broader population to own a passport, and 30% more likely to learn about art, culture, and history*

INFLUENTIAL

29% more likely to be president of a company, and more than twice as likely to work in top management

INVESTED

102% more likely to own at least \$150,000 in investments, 96% more likely to use a financial planner



Base: Adults 18+ who listen to an NPR News Station
Source: GfK MRI Doublebase 2018

*Weighted by Value Statements; recalibrated to make up for low respondent rate