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

### Engaged
Voted in the past year

- NPR listeners: 75%
- Total U.S. Adults: 52%

### Educated
College Graduates

- NPR listeners: 70%
- Total U.S. Adults: 31%

### Prosperous
Household Income $100,000+

- NPR listeners: 52%
- Total U.S. Adults: 32%

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**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

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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