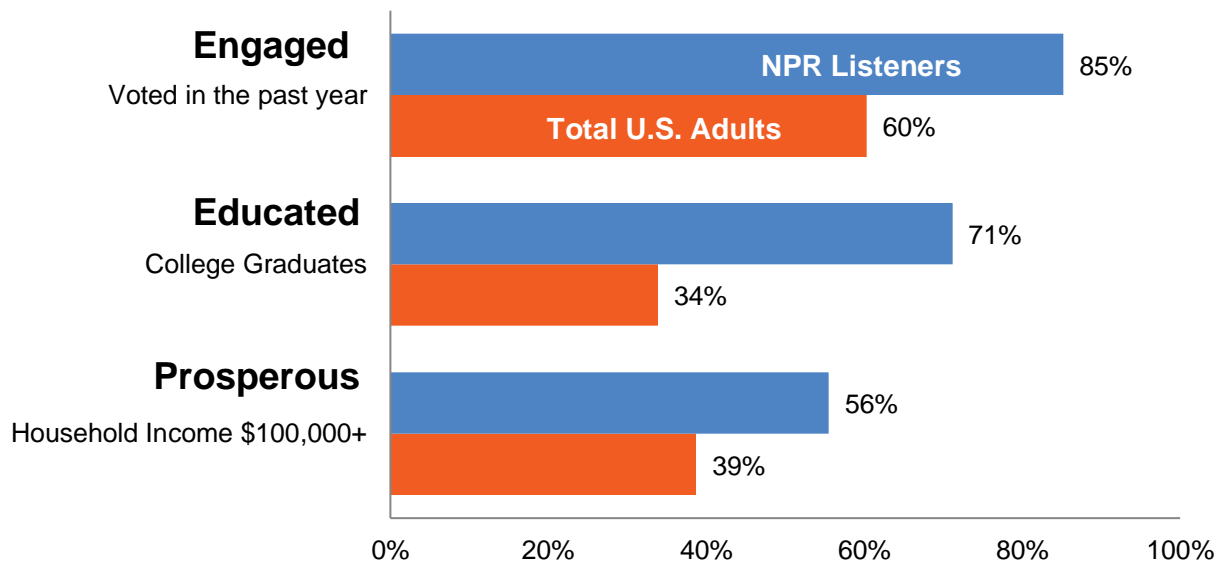


# COMPARED TO THE U.S. POPULATION AS A WHOLE, NPR LISTENERS ARE...

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## Other attributes that define the NPR audience:

- **Curious about the world around them—**  
27% more likely than the broader population to own a passport, and 13% more likely to like to learn about foreign cultures
- **Influential in business—**  
43% more likely to be the president of a company, and twice as likely to work in top management
- **Planning for the future—**  
86% more likely to own at least \$250,000 in investments, 82% more likely to use a financial planner



Base: Adults 18+ who listen to an NPR News Station  
Source: MRI-Simmons Doublebase Fall 2021