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

![Bar Chart]

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

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**Base: Adults 18+ who listen to an NPR News Station**

**Source: MRI-Simmons Doublebase Fall 2021**