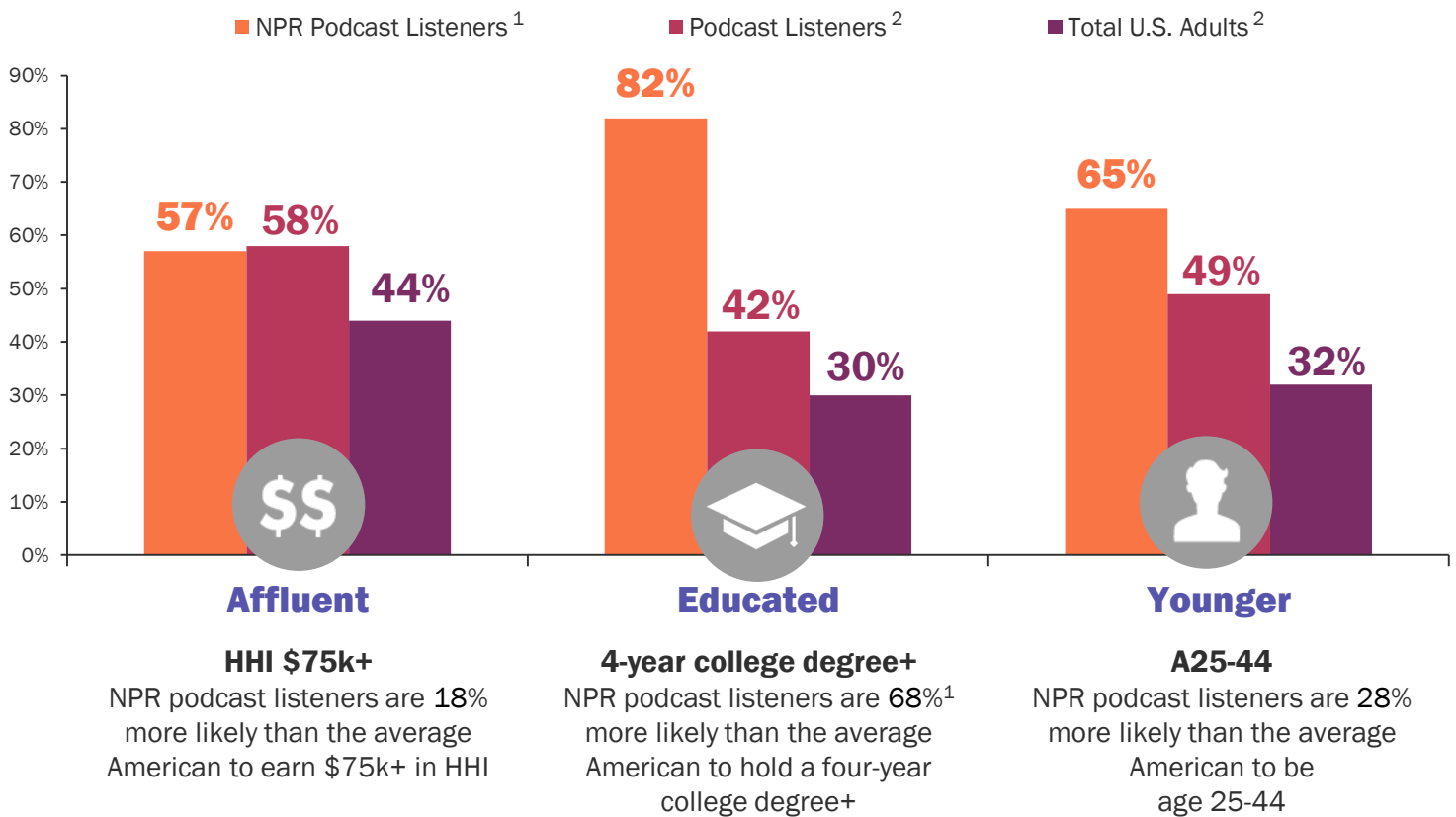


WHO IS THE NPR PODCAST LISTENER?



47% of NPR podcast listeners participate in business purchase decisions¹



NPR podcast users have **increased 38%** year over year³

50%

of 25-34 year-old listeners consider NPR podcasts to be essential listening⁴

93%

of NPR podcast listeners typically consume most or all of an episode of a public radio podcast⁴



NPR podcast users listen to more than **5** different podcasts per week. Those age 25-44 listen to nearly **7**⁴

WHO IS THE NPR PODCAST LISTENER?



45% of listeners considered a new product or service as a result of listening to a sponsorship announcement in an NPR podcast¹



46% visited a sponsors' website after hearing a message in an NPR podcast¹



42% gathered more information about a company or product they heard about in an NPR podcast sponsorship message¹

70% of listeners age 25-34 recall companies they have heard mentioned as sponsors of NPR podcasts⁴



76%

of NPR podcast listeners hold a more positive opinion of a company when they find out it supports NPR¹

59%

of NPR podcast listeners pay more attention to NPR podcast sponsor messages than they do to ads in other media or places¹

76%

of NPR podcast listeners have taken action in response to a sponsorship announcement in an NPR podcast¹

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