



NEWS



MUSIC AND ARTS LIFE



THIS IS NPR

Cross-platform Audience Profiles



THE BUSINESS LEADER

Reach C-Suite Executives, Business Owners and Top Management

NPR listeners

Have **\$150k+** in investment portfolio (index 223)

Work in **Top Management** (index 233), and are **C-Suite executives** (index 248)

Are **B2B decision makers** involved in one or more purchase decisions valued at **\$1,000+** (index 188)



NPR.org users

Are **chief officers** (index 122)*

Have a **\$500K+ annual budget** for business purchases (index 116)

Are the **owners or partners** of their own business (index 119)*



THE CULTURAL CONNOISSEUR

Reach Artistic, Creative and Culturally Connected Individuals

NPR listeners

Have a **post-graduate degree**
(index 340)

Give advice to friends and family
on travel, restaurants, movies,
music or books (index 117)

Took **3+ vacation/personal trips**
in the past year (index 182)



NPR.org users

Buy tickets for **classical music,**
ballet and opera performances
(index 130)

49% enjoy **reading**, 33%
entertain at home, and 24%
enjoy **gardening**

Visit **museums and art**
galleries (index 114)



THE EDUCATED LIFELONG LEARNER

Reach Individuals Committed to Continued Learning

NPR listeners

Have a **Doctorate degree**
(index 556), or any **post-graduate degree** (index 340)

Hold **education, training and library** occupations
(index 217)

Read a book in the last 12 months (index 154)

NPR.org users

52% have a **college degree** or higher

Work in **elementary and secondary education** (index 134)

Are **graduate students** (index 208)





THE CIVIC LEADER

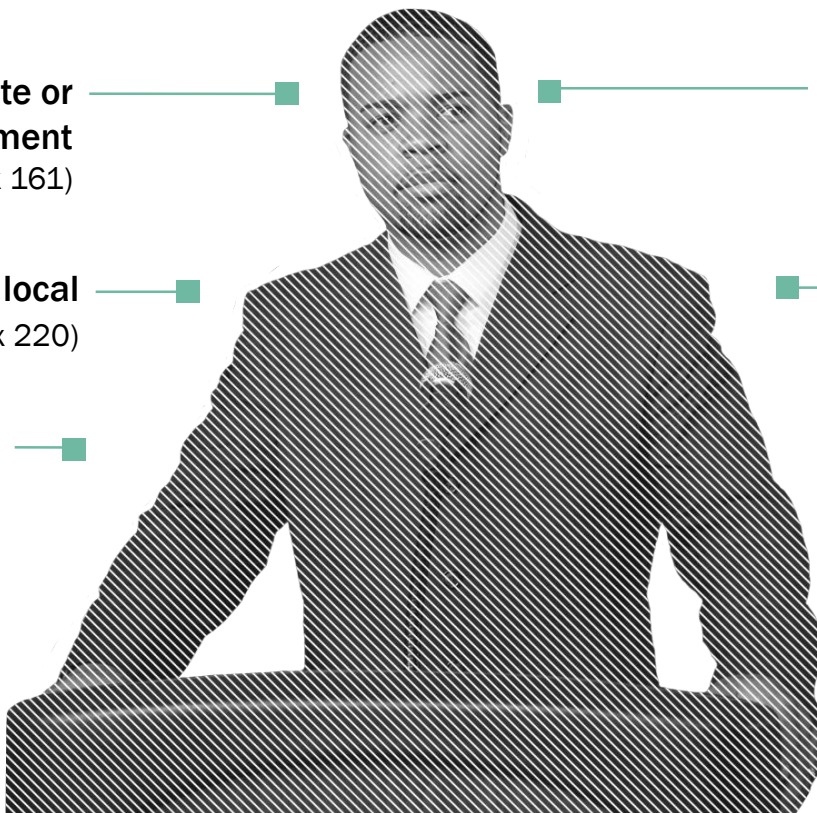
Reach Community Activists and Civically-Minded Individuals

NPR listeners

Work in **local, state or federal government**
(index 161)

Serve on a **committee for a local organization** (index 220)

Have been an active member of any group that tries to **influence public policy or government** (index 335)



NPR.org users

64% of NPR.org users **participate in political activities**

Frequently advise others on **politics and current events** (index 130)

Contact **elected officials**
(index 122)



THE SUSTAINABILITY CHAMPION

Reach Those Who Live Lifestyles of Health and Sustainability

NPR listeners

More likely to consider themselves
“heedful of wellness” regarding
food purchases (index 119)

Purchase **natural or organic** foods
(index 173)

Participate in **environmental
groups or causes** (index 433)

NPR.org users

91% look for ways to lead a
healthier life*

62% of NPR.org users **recycle**

83% engage in **physical activity**
to improve or maintain health*





THE CURIOUS EXPLORER

Reach Eager Travelers and Curious Adventurers

NPR listeners

72% **traveled domestically** in the last year; 41% **traveled internationally** in the last 3 years

Go **backpacking/hiking** (index 220) and visit **national parks** (index 173)

86% of NPR listeners agree that **curiosity** – wanting to explore and learn about new things – is **very important**

NPR.org users

Took 20+ **personal domestic trips** in the last 12 months (index 126)

Purchase **travel insurance** (index 152), **cruises** (index 121), and **airline tickets** online (index 116)

Visit **cultural and historic sites** while on vacation (index 121)





THE TECH TRENDSETTER

NPR Delivers a Tech-Savvy Audience

NPR listeners

Have job responsibilities in **MIS/IS/IT/Networking or Technology** (index 243)

Considered “Category Influential Consumers” when it comes to **new technology** (index 133)

Read the **science and technology sections** in the newspaper (index 226)

NPR.org users

Work for **software manufacturers** (index 214) or a **computer/hardware retailer/distributor** (index 142)

Write **computer code** (index 138) or build **complex micros** (index 121) at work

Involved in business purchases of **LAN/WAN/Networking related products & services** (index 154) and **PC software** (index 127)



Sources: GfK MRI Doublebase 2016; GfK Roper's Category Influentials are deeply familiar with their category, frequent and trusted recommenders of products and services across broad social network; comScore Plan Metrix, 3-month average, October-December 2016, Composition Index, U.S.



PROVEN ENGAGEMENT, POWERFUL RESULTS

The “Halo Effect” of NPR

60%

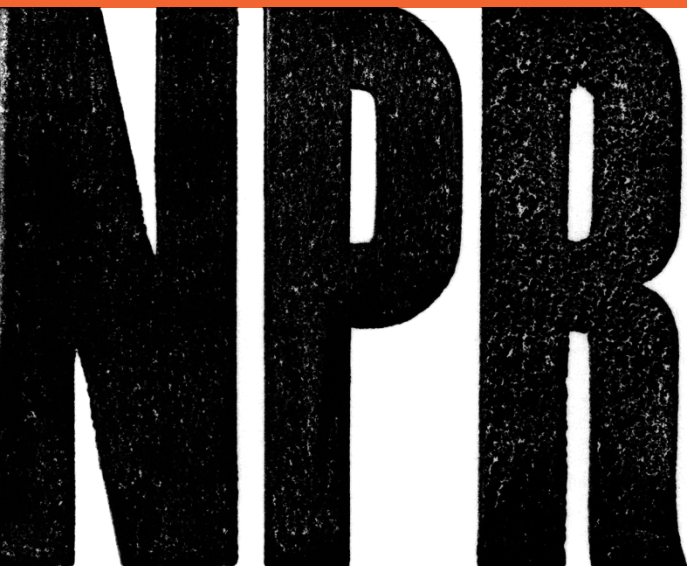
Agree NPR is selective about companies that sponsor its programming

73%

Have taken action in response to a sponsorship message on NPR.org

70%

Prefer to buy products or services from NPR sponsors



CONTACT

NPR Sponsorship
sponsorship@npr.org
202.513.2093
