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)*

*Sources: (NPR listeners) GfK MRI Doublebase 2016; (NPR.org users) comScore Plan Metrix, 3-month average, October-December 2016, Composition Index, U.S.; *2016 Ipsos Affluent Survey, U.S. Adults 18+ HHI $100K+. 
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)

Sources: GfK MRI Doublebase 2016; comScore Plan Metrix, 3-month average, October-December 2016, Composition Index, U.S.
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)

Sources: GfK MRI Doublebase 2016; comScore Plan Metrix, 3-month average, October-December 2016, Composition Index, U.S.
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)

Sources: GfK MRI Doublebase 2016; comScore Plan Metrix, 3-month average, October-December 2016, Composition Index, U.S.
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*

*Refers to sometimes or always performing the specified action.

Sources: GfK MRI Doublebase 2016; comScore Plan Metrix, 3-month average, October-December 2016, Composition Index, U.S.
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)

Sources: GfK MRI Doublebase 2016; comScore Plan Metrix, 3-month average, October-December 2016, Composition Index, U.S.
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.
The “Halo Effect” of NPR

Agree NPR is selective about companies that sponsor its programming: 60%

Have taken action in response to a sponsorship message on NPR.org: 73%

Prefer to buy products or services from NPR sponsors: 70%

Sources: Lightspeed Research, State of Sponsorship Survey, March 2017. % Agree or strongly agree among Morning Edition/All Things Considered weekly listeners, n=500; NPR.org: Lightspeed Research, State of Sponsorship Survey, August 2015. % Agree or strongly agree among NPR.org users.
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