



NEWS

MUSIC AND ARTS LIFE

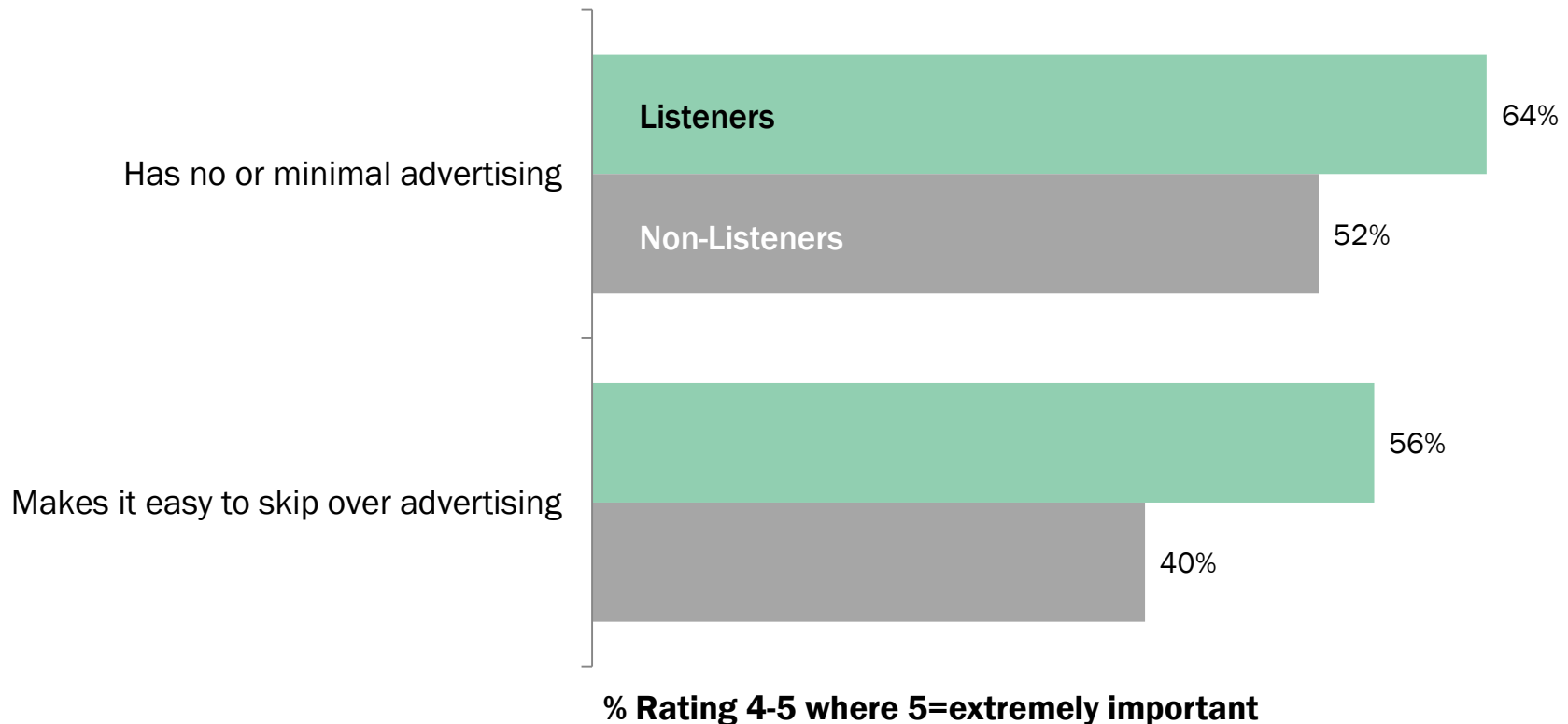
NPR LISTENERS & AD AVOIDANCE

December 2016



AD AVOIDANCE IS ESPECIALLY IMPORTANT TO NPR LISTENERS

Q: When selecting the media options you use (such as TV, radio, podcasts, streaming services), how important is it to you that the option...



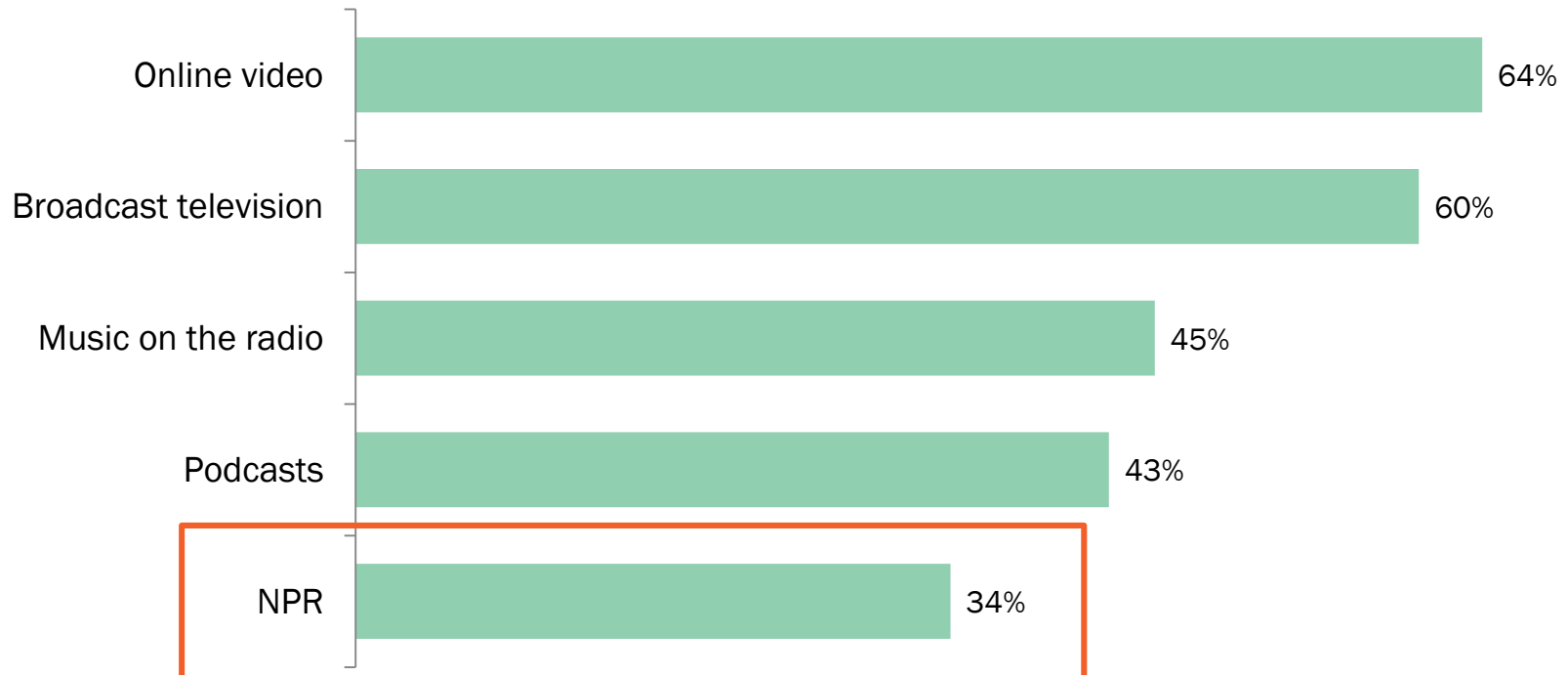
Base: Listeners = Morning Edition/All Things Considered listeners (n=500). Nonlisteners = listen regularly to radio but no NPR in past 12 mos. Source: Lightspeed Research, NPR Sponsorship Survey, November 2016



BUT THEY ARE MUCH LESS LIKELY TO AVOID NPR SPONSOR MESSAGES

% likely to skip advertising – either via a skipping tool or by just changing the channel – when you watch/listen to...

Among NPR Listeners:

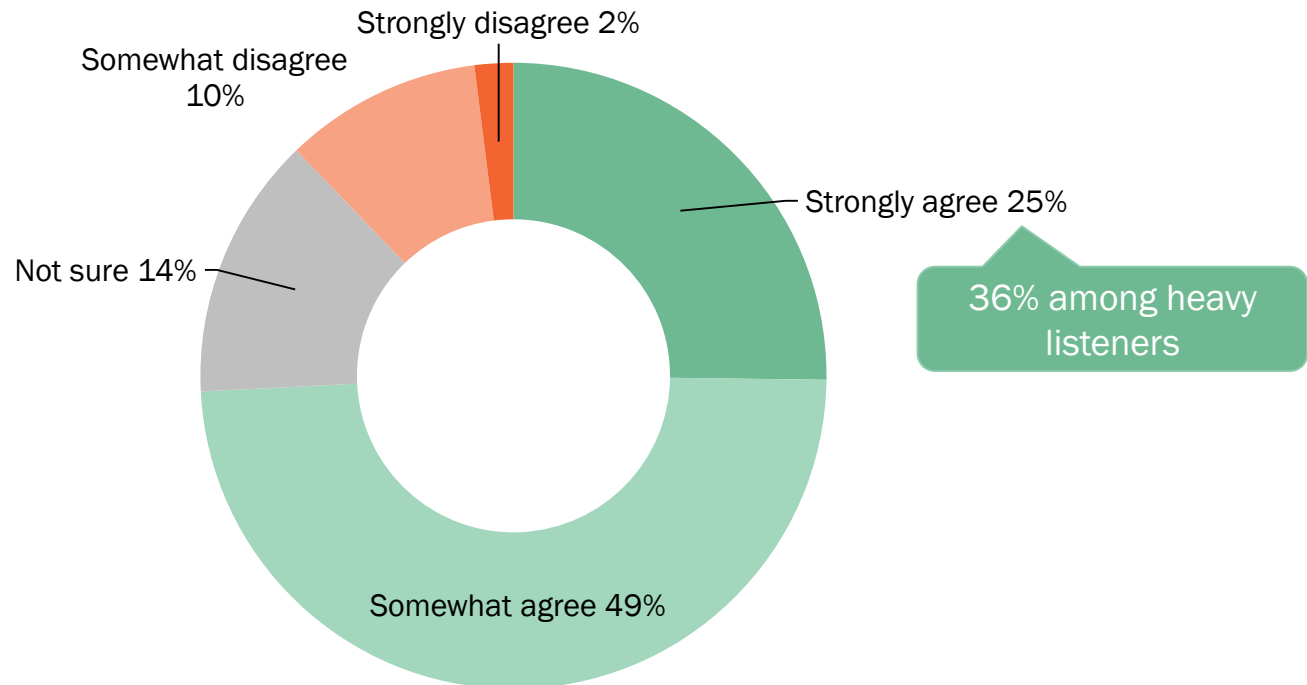




LISTENERS REPORT THAT THEY ARE MORE ATTENTIVE TO NPR CONTENT

Q: How much do you agree or disagree that. . . "I am more attentive to the content when listening to NPR than I am when watching TV"

Among NPR Listeners:





CONCLUSIONS & NPR HALO EFFECT

- NPR listeners are a particularly hard-to-reach audience – they are more prone to use ad-free services and skip advertising when they can.
- But, NPR provides a uniquely attentive environment for these ad-avoiding listeners making it more likely that the sponsor's message will be heard and remembered.

71%

Hold a more positive opinion of sponsors that support NPR

60%

Agree NPR is selective about companies that sponsor its programming

70%

Prefer to buy products or services from NPR sponsors



SURVEY METHODOLOGY

- 500 NPR listeners and 500 nonlisteners were surveyed online by Lightspeed Research on behalf of NPR
- Survey Qualification Criteria:
 - Age 25 to 64
 - Not employed in a sensitive industry (marketing, marketing research, broadcasting etc.)
- The sample was divided into two groups as follows:
 - Regular NPR listeners who listened to either *Morning Edition* or *All Things Considered* within the past week
 - Nonlisteners who have not listened to NPR at all in the past year
- Margin of error within the total listener and nonlistener samples: +/- 4.6% at 95% confidence
- Weighting was applied to the survey data to standardize the samples of listeners and nonlisteners to match the NPR listener profile with respect to gender, age and educational attainment.

For full research results, contact us at sponsorship@npr.org, or call 202.513.2093