

When it comes to travelling, NPR Listeners are your best customers!

A large segment of our listeners are business leaders and executives who have many reasons to travel extensively, for both professional and personal reasons. Compared with the U.S. population as a whole, NPR news listeners are:

- 40% more likely to have taken at least one cruise in the past 3 years
- 48% more likely to spend \$5,000+ on domestic travel in past year
- 50% more likely to intend to travel to Europe in the next year
- 52% more likely to own a valid passport
- 69% more likely to take 6+ domestic round trip flights in past year
- 97% more likely to have flown overseas three or more times in past 3 years
- 57% more likely to be involved in business purchases worth \$1,000,000+
- 66% more likely to be a business owner or partner
- 72% more likely to have a household income of \$150,000+
- 103% more likely to have a household income of \$200,000+
- 226% more likely to hold at least one advanced college degree

Source: GfK MRI Doublebase 2018 Base: Total U.S. Adults

Our Listeners Prize Our Services and Our Sponsors!

Among NPR News Listeners:

- 75% have taken action specifically because of a sponsorship announcement.
- 72% say their opinion of a business is more positive when they find out it supports public radio.
- When price and quality are equal, 68% prefer to buy products from businesses that support public radio.
- 56% pay attention to the sponsorship announcements they hear on public radio.
- 59% agree that public radio is selective about the businesses and products that can sponsor its programming.
- 55% feel the businesses they hear in sponsorship announcements on public radio are more credible than those they hear in advertising on other radio stations.

Source: NPR State of Sponsorship Survey, April 2018



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