



RETAIL



When shopping retail, NPR Listeners are your best customers!

Our listeners shop retail through various channels, and have the disposable income to continue doing so. Compared with the U.S. population as a whole, NPR news listeners are:

- 21% more likely to have purchased something for personal use on the Internet in the past 30 days
- 19% more likely to have spent more than \$300+ on sports clothing in the past year
- 23% more likely to have spent \$800+ on internet shopping in past year
- 73% more likely to have a household income of \$250,000+
- Some stores they are more likely to have shopped at in past 3 months:
 - J. Crew, 34% more likely
 - LOFT, 27%
 - Eddie Bauer, 69%
 - Nordstrom, 37%
 - Williams-Sonoma, 78%
 - Pottery Barn, 43%
 - Crate & Barrel, 98%

Source: MRI-Simmons Doublebase Fall 2022 Base: Total U.S. Adults, among custom NPR News audience

Our Listeners Prize Our Services and Our Sponsors!

Among NPR News Listeners:

- 87% have taken action specifically because of a sponsorship announcement.
- 74% say their opinion of a business is more positive when they find out it supports public radio.
- When price and quality are equal, 72% prefer to buy products from businesses that support public radio.
- 64% pay attention to the sponsorship announcements they hear on public radio.
- 64% agree that public radio is selective about the businesses and products that can sponsor its programming.
- 57% 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 2022



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