

## When it comes to charitable giving, NPR Listeners are your best customers!

Our listeners are committed to giving to their communities and the causes they believe in. Compared with the U.S. population as a whole, NPR news listeners are:

- 55% more likely to have contributed \$500+ to charitable organizations in past year
- 55% more likely to have volunteered for a charitable organization in past year
- 177% more likely to serve as an officer for a club or organization
- 157% more likely to contribute to an environmental charitable organization
- 101% more likely to contribute to a political charitable organization
- 160% more likely to contribute to an arts/cultural charitable organization
- 35% more likely to be a president of a corporation
- 54% more likely to be a business owner or partner
- 59% more likely to have a household income of \$150,000+
- 73% more likely to have a household income of \$250,000+

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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