npr

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

Our listeners appreciate the fine arts, and have the disposable income to experience them firsthand. Compared with the U.S. population as a whole, NPR news listeners are:

- 63% more likely to agree that "I am very interested in the fine arts"
- 58% more likely to collect art
- 21% more likely to have attended a musical performance in the past year
- 44% more likely to play a musical instrument
- 56% more likely to have gone to live theater in the past year
- 47% more likely to have visited a museum in the past year
- 83% more likely to have attended art galleries or shows in the past year
- 160% more likely to donate to arts/cultural organizations
- 35% more likely to be a president of a corporation
- 54% more likely to be a business owner or partner
- 59% more like to have a household income of $150,000+
- 73% more likely to have a household income of $250,000+
- 85% more likely to hold securities valued over $250,000
- 187% more likely to hold an advanced college degree

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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