THIS IS NPR

Cross-platform Audience Profiles
THE AFFLUENT BUSINESS LEADER

Reach C-Suite Executives, Business Owners and Top Management

**NPR listeners**

- Have $150k+ in investment portfolio (index 229)
- Work in Top Management (index 246), and hold C-Suite executive (index 245), president (index 170) or vice president job titles (index 236)
- Serve as an officer for a club or organization (index 222)
- Are B2B decision makers involved in one or more purchase decisions valued at $1,000+ (index 188)

**NPR.org users**

- Are C-level executives (index 120), and work in management (VP, Director, Manager) (index 149)
- Have a $1 million+ annual budget for business purchases (index 133)
- Involved in B2B purchases of advertising, promotional services and media (index 139), PC software (index 129) and business consulting services (index 123)
- Have investment portfolios valued at $500K+ (index 127)

Sources: GfK MRI Doublebase 2015; comScore Plan Metrix, 3-month average, Oct-Dec 2015, Composition Index, U.S.
THE CULTURAL CONNOISSEUR

Reach Artistic, Creative and Culturally Connected Individuals

NPR listeners

Have a post-graduate degree (index 347)

Had at least 4 glasses of wine this week (index 144)*

Give advice to friends and family on travel, restaurants, movies, music or books (index 115)

Spent $1,000+ on foreign or domestic vacations in the past 12 months (index 170)

Attend two or more live concerts every month (index 199)

NPR.org users

Visit museums and art galleries (index 117)

Drink white wine (index 118) and shop for gourmet foods online (index 148)

Attend live theater performances (index 117)

Listen to news (index 151), talk shows (index 144), public radio (index 141) and classical music (index 131) on the radio

28% of NPR.org users frequently advise others on movies

Sources: GfK MRI Doublebase 2015; *2015 Ipsos Affluence Survey, Base: Americans with HHI of $100k+; comScore Plan Metrix, 3-month average, Oct-Dec 2015, Composition Index, U.S.
THE WELL-EDUCATED LIFELONG LEARNER

Reach Intellectuals Committed to Continued Learning

**NPR listeners**

- Have a Doctorate degree (index 561), or any post-graduate degree (index 347)
- Work in college education (index 333) or preschool through high school education (index 177)
- Read a book in the last 12 months (index 155)
- Consider themselves intellectuals (index 131), and enjoy learning about art, culture and history (index 140)

**NPR.org users**

- 50% have a college degree or higher
- Work in college education (index 142) or elementary and secondary education (index 117)
- Have an Education, Training and/or Library job title (index 115)
- Are graduate students (index 135) or part-time college students (index 129)

Sources: GfK MRI Doublebase 2015; comScore Plan Metrix, 3-month average, Oct-Dec 2015, Composition Index, U.S.
THE CIVIC INFLUENTIAL & COMMUNITY ACTIVIST

Reach Civic Leaders and Community Influentials

NPR listeners

- Work in local, state or federal government (index 153)
- Serve on a committee for some local organization (index 222)
- Have written or called any politician at the local, state or national level in the last year (index 272)
- Have been an active member of any group that tries to influence public policy or government (index 320)

NPR.org users

- Work in state and local government (index 138)
- Are the first among friends to know about politics/current events (index 171)
- Donated $1000+ to a non-profit in the last 6 months (index 197)
- Frequently advise others on politics/current events (index 138)
- Contacted an elected official (index 115) or went to a political rally/march/demonstration (index 113)

Sources: GfK MRI Doublebase 2015; comScore Plan Metrix, 3-month average, Oct-Dec 2015, Composition Index, U.S.
THE CHAMPION OF WELLNESS & SUSTAINABILITY

Reach Those Who Live Lifestyles of Health and Sustainability

**NPR listeners**

- More likely to consider themselves “heedful of wellness” regarding food purchases (index 125)
- Purchase natural or organic foods (index 179)
- Participate in environmental groups or causes (index 421)
- Drive a hybrid vehicle (index 309)
- Agree that companies should make sure their products are environmentally friendly, even if that means charging higher prices (index 115)

**NPR.org users**

- Purchase health foods (index 143) and organic foods (index 140) online
- Enjoy bicycling (index 131), cross-country skiing (index 128) and yoga (index 120)
- 60% of NPR.org users recycle
- 83% check food ingredients and nutritional content before purchasing food items
- 82% engage in physical activity to improve or maintain health*

*Source: GfK MRI Doublebase 2015; comScore Plan Metrix, 3-month average, Oct-Dec 2015, Composition Index, U.S.
THE CURIOUS EXPLORER

Reach Eager Travelers and Curious Adventurers

NPR listeners

- 26% of affluent listeners usually fly first class or business class*

- 72% traveled domestically in the last year; 40% traveled internationally in the last 3 years

- Go backpacking/hiking (index 237) and visit national parks (index 178) on domestic vacations

- 84% of NPR listeners agree that curiosity – wanting to explore and learn about new things – is very important

- Spent 8+ nights in hotels/motels in the last year (index 163)

NPR.org users

- Took 11-15 personal domestic trips in the last 12 months (index 155)

- Purchase cruises (index 136), vacation packages (index 134) and airline tickets/reservations (index 130)

- Participate in golf (index 134), attend major sporting events (index 131) and guided tours (index 125) while on vacation

- Visit National Parks while on vacation (index 117)

- Vacation in San Francisco (index 147), Las Vegas (index 142) and Florida (index 140)

Sources: GfK MRI Doublebase 2015; *2015 Ipsos Affluent Survey, Base: Americans with HHI of $100k+; comScore Plan Metrix, 3-month average, Oct-Dec 2015, Composition Index, U.S.
THE EARLY ADOPTER

NPR Delivers a Tech-Savvy Audience

**NPR listeners**

- Have job responsibilities in **MIS/IS/IT/Networking or Technology** (index 220)
- Considered “Category Influential Consumers” when it comes to **new technology** (index 145)
- Use their phones to visit **news sites, stream TV or listen to a podcast** (index 122)
- Read the **science and technology sections** in the newspaper (index 241)

**NPR.org users**

- Work for **computer or equipment manufacturers** (index 178) or **software manufacturers** (index 147)
- Hold a **computer or mathematical job title** (programmers, software engineers, etc.) (index 149)
- Frequently advise others on **computer hardware** (index 124) or **websites/internet content and services** (index 118)
- Involved in **business purchase decisions** on PC software (index 129)

Sources: GfK MRI Doublebase 2015; GfK Roper’s Category Influentials are deeply familiar with their category, frequent and trusted recommenders of products and services across broad social network; comScore Plan Metrix, 3-month average, Oct-Dec 2015, Composition Index, U.S.
PROVEN ENGAGEMENT, POWERFUL RESULTS

The “Halo Effect” of NPR

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Statement</th>
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<tbody>
<tr>
<td>86%</td>
<td>Hold a more positive opinion of companies that support NPR.org</td>
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<tr>
<td>62%</td>
<td>Agree NPR is selective about companies that sponsor its programming</td>
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<tr>
<td>78%</td>
<td>Prefer to buy products or services from NPR sponsors</td>
</tr>
</tbody>
</table>

Sources: NPR Digital Attitude Survey, NPR Listeners Panel, July 2012; Lightspeed Research, NPR Sponsorship Survey, November 2014

Percentages based on respondents who agreed with each statement, where “agree” = 7-10 on a 0-10 point scale.