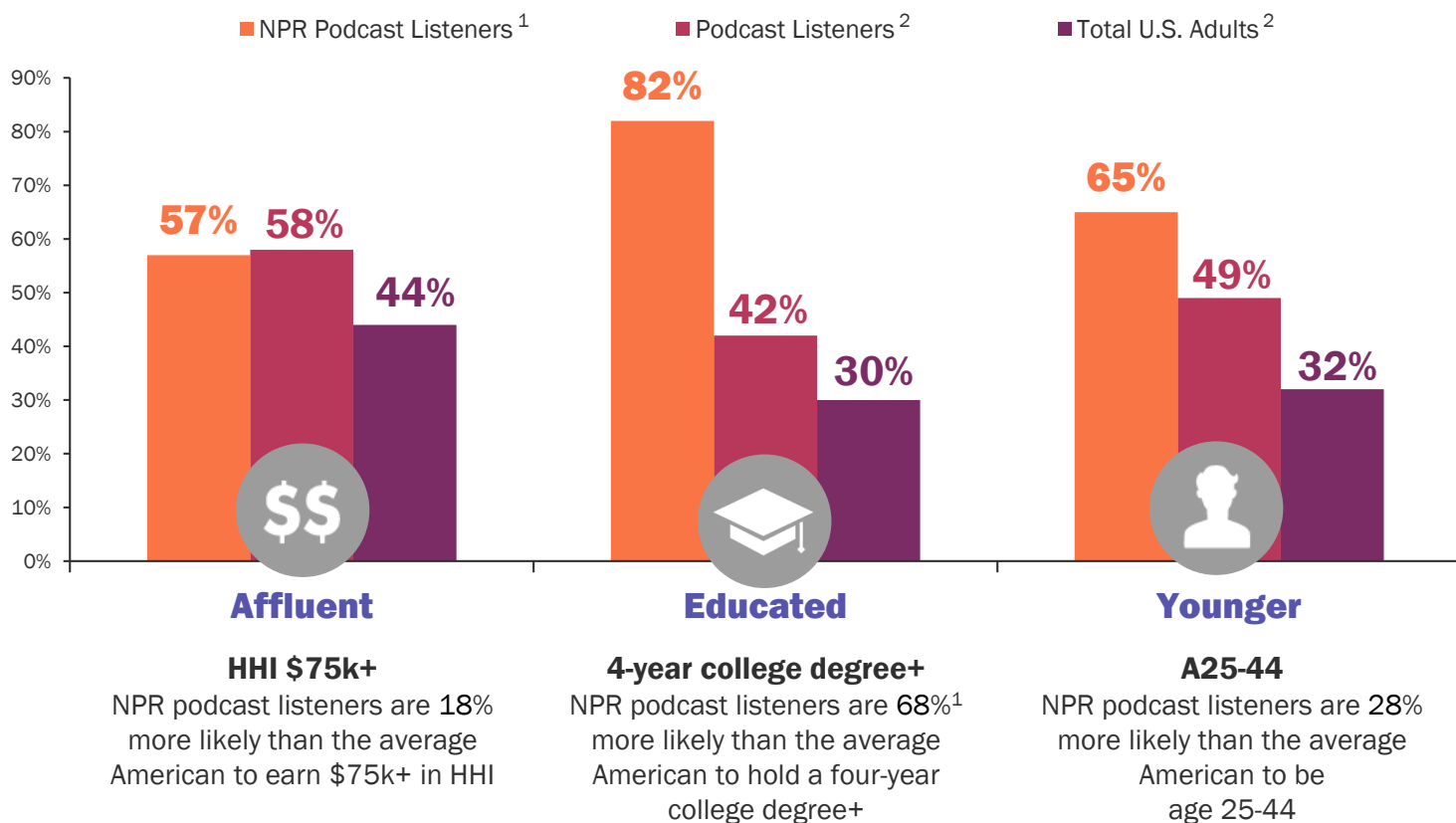


# WHO IS THE NPR PODCAST LISTENER?



**47%** of NPR podcast listeners participate in business purchase decisions<sup>1</sup>



NPR podcast users have **increased 63%** year over year<sup>3</sup>

**50%**

of 25-34 year-old listeners consider NPR podcasts to be essential listening<sup>4</sup>

**93%**

of NPR podcast listeners typically consume most or all of an episode of a public radio podcast<sup>4</sup>



NPR podcast users listen to more than **5** different podcasts per week. Those age 25-44 listen to nearly **7**<sup>4</sup>

# WHO IS THE NPR PODCAST LISTENER?



**45%** of listeners considered a new product or service as a result of listening to a sponsorship announcement in an NPR podcast<sup>1</sup>



**46%** visited a sponsors' website after hearing a message in an NPR podcast<sup>1</sup>



**42%** gathered more information about a company or product they heard about in an NPR podcast sponsorship message<sup>1</sup>

**70%** of listeners age 25-34 recall companies they have heard mentioned as sponsors of NPR podcasts<sup>4</sup>



**76%**

of NPR podcast listeners hold a more positive opinion of a company when they find out it supports NPR<sup>1</sup>

**59%**

of NPR podcast listeners pay more attention to NPR podcast sponsor messages than they do to ads in other media or places<sup>1</sup>

**76%**

of NPR podcast listeners have taken action in response to a sponsorship announcement in an NPR podcast<sup>1</sup>

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