



national public media



NPR Listeners Pay Attention

2023



NPR listeners: hard to reach on other platforms

90%

prefer to watch TV with little or no commercials

86%

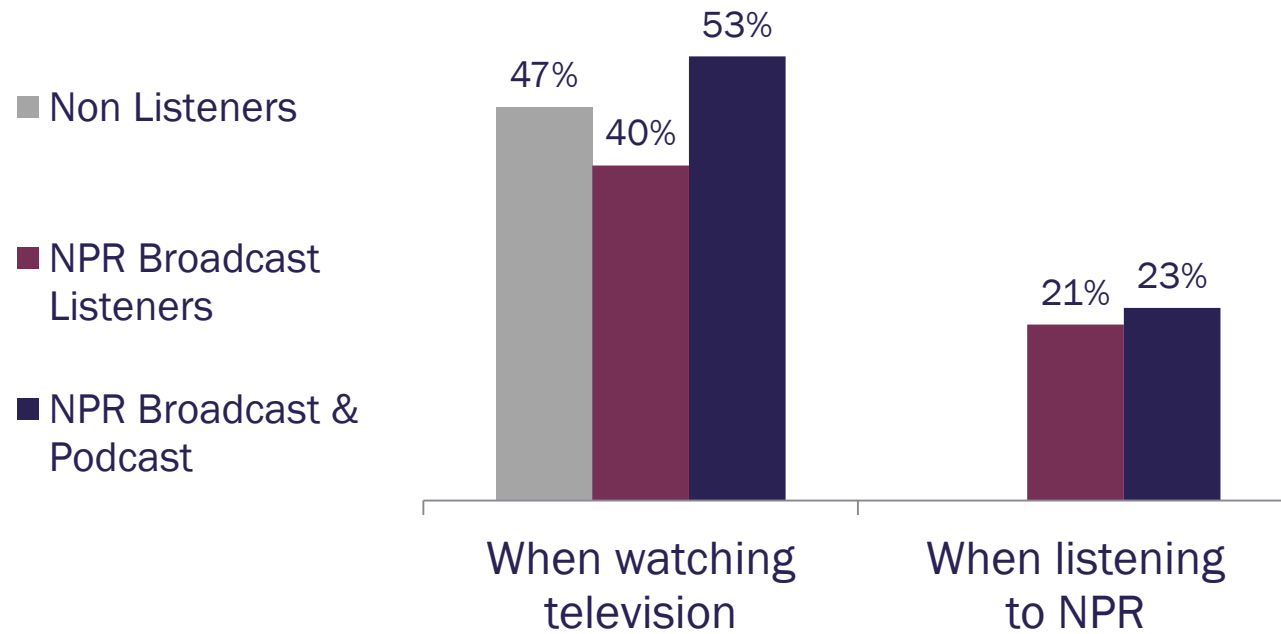
have a streaming video subscription

63%

have a paid streaming audio subscription

NPR listeners are more attentive to NPR than to video

% Using Other Media at the Same Time - "All" or "Most of the time"



64% agree

"I am more attentive to the content when listening to NPR than I am when watching TV"

Q: When you have the _____ on, how often are you also using other media at the same time, such as using a computer or smartphone or reading?
Base: Listeners = Morning Edition/All Things Considered listeners (n=500). Podcast listeners n=93
Source: Kantar, NPR Sponsorship Survey, January 2019

NPR listeners are more likely to pay attention to sponsor messages

47%

of commercial radio listeners agree they pay attention to ads on favorite station

64%

of NPR radio listeners

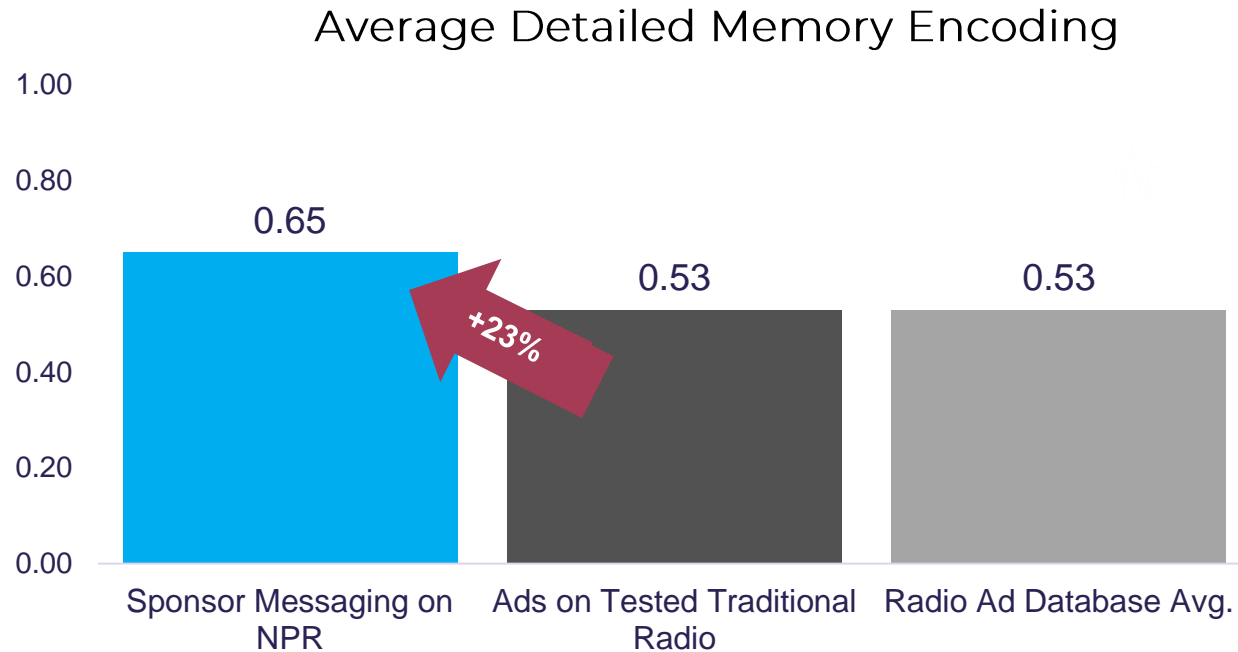
71%

of NPR podcast listeners

Agree they pay attention to the sponsorship announcements on NPR

Neuro-Insight demonstrates NPR sponsor messages are more memorable

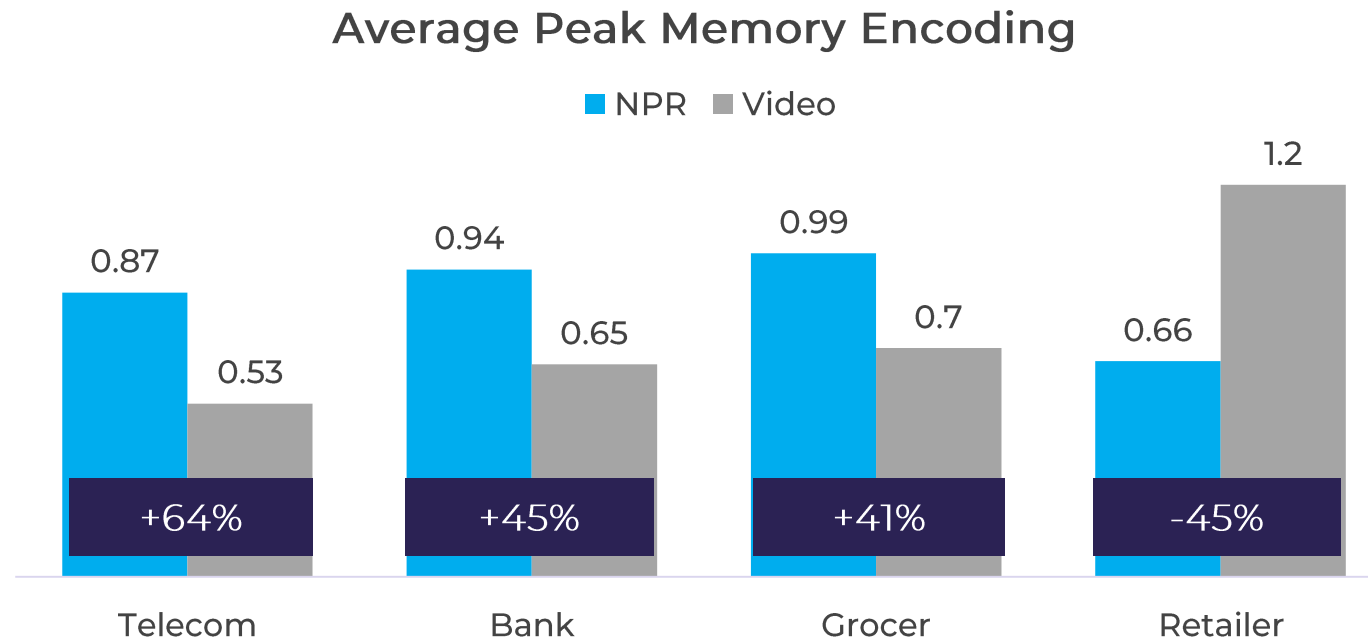
Neuro-Insight found NPR's sponsor messages to be **23% more memorable** than traditional radio ads.



Source: Neuro-Insight, NPR Radio Effectiveness Study 2018

Neuro-Insight demonstrates NPR sponsor messages are more memorable

In a test of CSR-focused ads, in most cases the **NPR's audio sponsor messages** were more memorable than video ads – most surpassing video by at least 40%

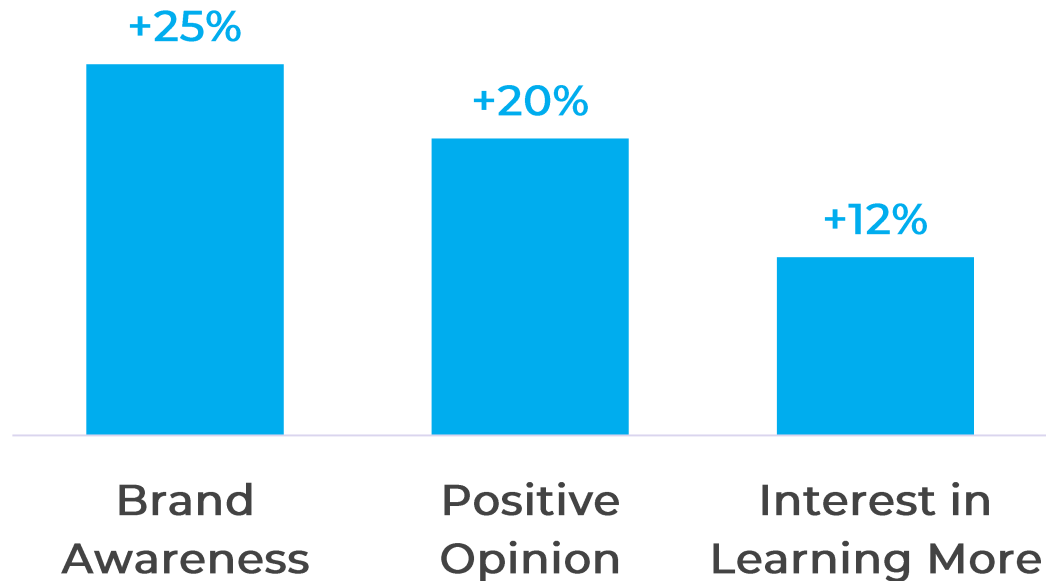


Source: Neuro-Insight, NPR Corporate Social Responsibility Message Test 2022

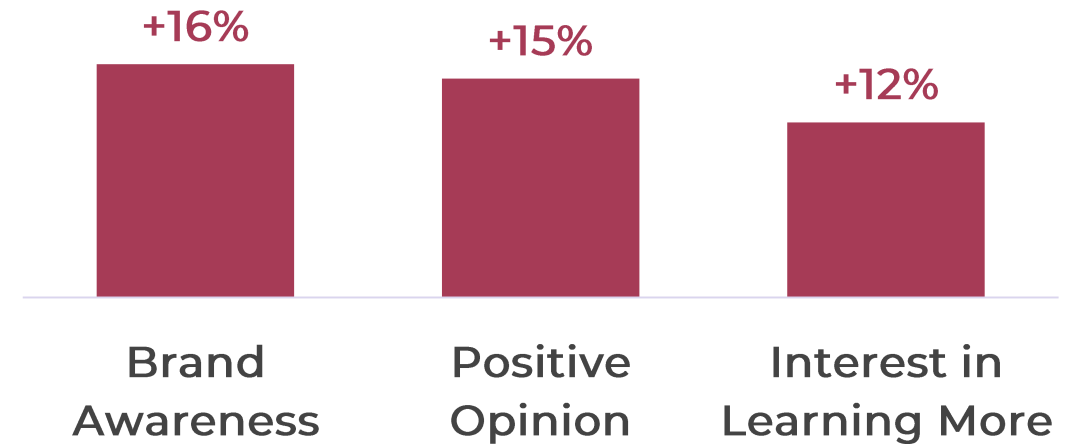
Greater attention = Impact for sponsors

NPR Listener attention is revealed by consistently strong impact from radio and podcast campaigns in driving improved awareness, brand opinion and interest.

Average Lift From NPR Radio Campaigns



Average Lift From NPR Podcast Campaigns



Source: Radio – Kantar NPR Sponsorship Studies 2017-2022. Lift for NPR radio listeners vs nonlisteners.

Podcast – NPR Listens Podcast Sponsorship Surveys, 2016-2022. Lift for campaign-exposed listeners vs. unexposed NPR listeners.

Contact Us.

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