

# Business-to-Business

## *Influential Purchase Decision Makers*

NPR listeners are influential in the purchasing decisions of their companies. They exert their authority in companies of all sizes and have higher than average involvement in purchasing all categories of products and services.

**Business to Business Purchasers.** Twenty percent of NPR listeners are involved in one or more business purchases over \$1,000. And listeners are 88% more likely to be involved in decisions for products/services of \$30,000+ in value.

**Products and Services Purchased.** NPR listeners are more likely than the average American to be involved in the purchase of all types of business products and services.

The business purchasing segments that deliver the highest concentration of NPR listeners are:

- § Consultation Services
- § Web Development Services
- § Minicomputers, Mainframes & Related Equipment
- § Personal Computer Software
- § Printing Services
- § Travel Arrangements
- § Personal Computer Hardware

