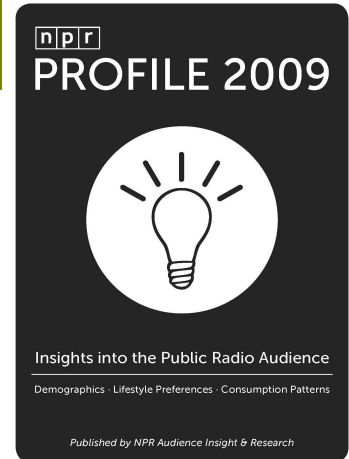


Media Usage

NPR Listeners Are Avid Consumers of Information

Above all, NPR listeners are enthusiastic consumers of information. They are not content with simply reading headlines; instead, they look across different sources to reach a more comprehensive understanding of the news and the issues behind it. In this quest for information, they consult both conventional and unconventional sources.



Print Media. NPR listeners are heavy users of print media, especially newspapers. Thirty-two percent (32%) of listeners read 25 or more newspapers during an average four-week period. Magazines are also popular among NPR listeners, with 20% of listeners falling into the heavy user category.

TV. Television is the *least popular form of media with NPR listeners. They are 63% more likely than the U.S. population to watch less than ten hours of total television per week. Indeed, twenty-five percent (25%) of listeners watch less than two hours of primetime television. This is significant from a sponsorship perspective, as light TV users are considered by advertisers to be an important niche.*

As NPR listeners are less interested in television, they tend not to be as willing to pay more for extended forms of television service. Listeners are 16% less likely to live in households with satellite dishes. They are roughly as likely as the average American to subscribe to cable television, though, and 77% watch cable television in some form in a given week

Listeners do gravitate to news, arts, and information programming. For example, they are 30% more likely to watch *CNN Headline News*, and 12% more likely to view *The History Channel*.

Internet. NPR listeners are especially likely to be heavy users of the Internet. Thirty-four percent (34%) are heavy Internet users, compared to just 20% of the general population.

The Internet has become an important part of listeners' lives. Sixty-six percent (66%) of the NPR audience use the Internet heavily or moderately heavily. They also visited the Internet on average 91 times in a single month.

Magazines. NPR listeners frequently read newspaper-distributed magazines (71%), general editorial magazines (61%), and news weeklies (46%). Favorites include *National Geographic* (29%), *AARP Magazine* (20%), *Reader's Digest* (18%), *Better Homes & Gardens* (17%) and *Newsweek* (17%).

The audience also favors some publications at rates considerably higher than the general public. For example, the average NPR listener is over seven times more likely to read *The Atlantic Monthly*, almost six times more likely to read *the New Yorker* and five times more likely to read *the daily New York Times*.

Radio. Forty-seven percent (47%) of NPR listeners are heavy or moderately heavy consumers of radio, listening to at least 12 hours of content per week.