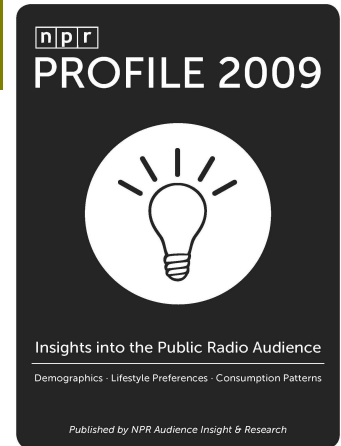


# NPR Online Audience

## *Heavy Users of Computers and Electronics*

The NPR Online audience is similar to the NPR radio audience in that they are highly educated individuals with diverse interests. They are a technologically savvy group who take advantage of the Internet's many resources. They are avid information seekers and active online shoppers.



## Demographics

The NPR Online audience is slightly more female (52%) than the radio audience. Its median age – 48 – is also very similar to that of NPR radio listeners. Like these listeners, online visitors are extremely educated, with nearly four in five having a college degree.

NPR Online visitors are 55% more likely than the rest of the online population to be professionals or managers and are somewhat more likely to be self-employed. The majority of visitors is married, and most own their residence.

The median household income of NPR Online visitors is \$82,693, which is 20% greater than the median income of the overall online population.

## Online Activity.

Visitors to NPR Online are experienced Internet users: 98% have been using the Internet for more than three years. Nearly all visitors use the Internet at least three times a week.

NPR Online visitors are also extremely *active when they are online*. *A deeper look at these activities is revealing. For instance, in the past 30 days:*

- 89% read “general”/political news online
- 64% read business/finance news online
- 53% read a blog online
- 44% sought or posted product reviews
- 43% used a social networking site
- 28% made a comment or post on a social networking site
- 24% made a comment or post on another’s blog
- 20% signed up or participated in a class online
- 16% published or updated their own blog
- 16% played puzzle or trivia games online
- 11% used or read an RSS feed
- 5% used an online dating service

**Shopping.** NPR Online shoppers participate in online shopping significantly more than the general online population, and are less active “offline” shoppers. Seventy-three percent (73%) made an online purchase in the past 30 days. In nearly all categories of goods and services measured, NPR Online visitors exceed the national purchasing benchmark.

**Leisure Activities.** NPR Online visitors as a whole are an extremely active group intellectually and physically. They are at least 50% more likely than the rest of the online population to collect wine, speak a foreign language, go bicycling, or play a musical instrument. They attend cultural events such as museums and live theatre. And they are a visible presence in their communities—visitors were 207% more likely than the average online user to attend a political or community event.

**Media Use.** NPR Online visitors are hungry for information: in a typical week, 63% of visitors read a daily newspaper, compared to only 46% of all Internet users. Visitors also enjoy watching educational television programming more than the rest of the online population; they are much more likely to watch BBC America, C-SPAN and PBS. Also, visitors are more than twice as likely to listen to the radio online.

**Employment.** Many NPR Online visitors hold influential positions at work. Visitors are highly concentrated in jobs relating to education (20%) and government (8%).

**Technology Use.** NPR Online visitors purchase and use all kinds of technology. Ninety-eight (98%) percent of visitors have a computer at home and they are 53% more likely to have three or more computers at home. The majority (88%) of NPR Online visitors prefer IBM Compatible PCs. NPR Online visitors are much more likely than the average online user to purchase all kinds of computer hardware and software. Eighty-eight percent (88%) of visitors have personal cellular phones.

**Health & Spirituality.** NPR Online visitors are increasingly devoted to their personal health and spirituality. Their consumption rate at most fast-food outlets (like McDonald’s or Burger King) is below the national benchmark. On the other hand, visitors are more likely to purchase health and fitness products online, vitamin and nutritional products online, and they are more likely to go running or walking. NPR Online users attend religious services at rates below the average online user, but are more likely to be involved in disciplines such as yoga.