

Technology

Heavy Users of Computers and Electronics

It is perhaps an understatement to say that the Internet has become an important part of NPR listeners' lives. About two in three listeners use the Internet more than once a day – a rate of usage that is 68% higher than the national average.

Engaging in a Wealth of Activities Online.

NPR listeners were among the first to embrace the Internet, and continue to be more likely than the U.S. population to participate in nearly every kind of online activity:

Seeking news and information

NPR listeners are unusually likely to seek news and information online to supplement their “traditional” media usage. At least 60% have sought out news and current events online in the past month, greatly outpacing the online news consumption of the U.S. population.

Communicating with others

In general, listeners don't hesitate to share their opinions and reach out with others. They make heavy use of the Internet to achieve this aim – more than 80% are e-mail users, and they are much more likely to write and read blogs, and make phone calls over the Internet, compared to non-listeners.

Purchasing goods and services

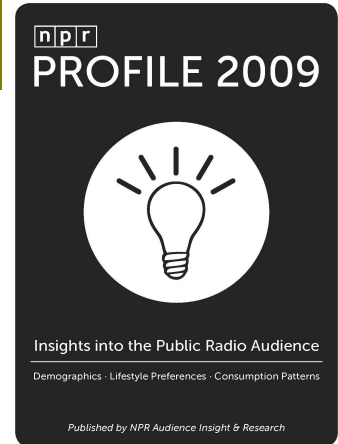
NPR listeners are fond of e-commerce. Fifty-six percent (56%) made a purchase on the Internet in the past year. This keenness for online purchasing extends to nearly all product and service categories, including airline tickets, clothing and apparel, tickets to performances, and computer software.

Migrating their “offline” lives to the Web

Listeners' “Internet lives” are remarkably similar to the ones they lead off the Web. In large part, they view the Internet as a utility for simplifying their lives, and use it for a wide variety of utilitarian purposes – for instance, paying bills, seeking TV and movie listings, and tracking investments.

Listening to audio online

NPR listeners are about twice as likely as the average American to listen to the radio on the Internet, and about three times as likely to have downloaded a podcast in the past month.



Younger Listeners Display Greater Ease with Internet

Unsurprisingly, there is a generational divide when it comes to some (but not all) Internet behavior among NPR listeners.

Listeners under 35 are significantly more likely than their older counterparts to watch online video, download music, embrace blogging, and play games online. Listeners over 55, on the other hand, spend less time engaged in nearly all online activities than younger listeners do. This does not mean they shun the Internet, though, as older listeners are still more likely than their 55+ peers to engage with the Web in most ways.

Embracing Technology that Fits Their Active Lifestyles

The NPR audience is tech savvy, and more likely than the general population to adopt the latest technologies. In particular, they value electronics that provide a sense of connection to the world around them – for instance, they are twice as likely as the average American to own a PDA, and 47% more likely to own a digital camera.

Most listeners own a cellular/mobile phone, and they are 46% more likely to use that phone for business. Listeners are also more likely to have made more domestic and international calls than the average American.

Also, listeners are 34% more likely to own or have purchased an MP3 player in the past year.

Computer Ownership

A strong majority (75%) owns an IBM compatible computer at home, but NPR listeners are more than twice as likely as the average American to use an Apple or Apple clone.