

# Values, Attitudes,

## *Psychographics of the NPR Audience*

**Interested in Social Responsibility.** Through their actions and ideology, NPR listeners demonstrate a higher level of social consciousness than the rest of the U.S. population. Over three-fourths rate social responsibility as being “very important.” Listeners are also very likely to believe in the ideals of equal opportunity and working for the welfare of society.



**Environmentally Conscious.** NPR listeners demonstrate a high level of environmental awareness, taking this concern into consideration when making life choices. This fact is reflected in the products they buy and the activities in which they participate. More than 70% of NPR listeners recycle, and the audience is significantly more likely than the average to believe that being in tune with nature is important. NPR listeners are also keenly interested in the environmental impact of their purchases, and are 16% more likely to give up convenience for an environmentally safe product.

**Engaged in Lifelong Learning.** Listeners’ dedication to public radio is indicative of a broader commitment to learning throughout their lives. The NPR audience reads and attends adult education courses at a much higher rate than the overall population. They are also 36% more likely to express an interest in theories, and 29% more likely to enjoy learning about art, culture, and history.

**Curious About the World.** NPR listeners have a great curiosity about the world around them, and are more interested in experiencing other cultures than the average American. They are more likely to visit museums and travel outside of the country, and they have a greater interest in spending an extended amount of time outside of the U.S.

**Politically Balanced.** The political outlook of the NPR News audience is relatively balanced, with nearly equal percentages identifying as liberal (34%), middle of the road (26%), and conservative (28%).

**Independent Thinkers.** In contrast to the population as whole, listeners are more likely to have an iconoclastic streak. They are much less likely than the average American to look to tradition and faith as sources of information, and are less likely to place importance on what other individuals think of them. By and large, they enjoy trying new and different things, but are not motivated to do so by a sense of trendiness.

**Views on Religious Faith.** NPR listeners are somewhat less likely than the average U.S. adult to be religious. Most do not believe in creationism or support prayer in public school. Still, more than half of NPR listeners (56%) say that religious faith is a “very important” influence in their lives, and they are more likely to contribute to religious organizations than the average American.

**Physically and Mentally Active.** Most NPR listeners enjoy physical and mental challenges. In their outdoor activities, they prefer hiking, jogging or swimming to more non-traditional pursuits such as auto racing, snowboarding and rollerblading. Listeners also enjoy sports at rates above the general population, especially outdoor sports.

**Independent Consumers.** NPR listeners are much less likely than the average American to be motivated to purchase goods and services solely because of brand name, image, or the approval of friends and neighbors. Listeners are independent and highly discriminating shoppers who research their purchases carefully, and nearly three-quarters tend to privilege quality over price.

NPR listeners tend to be highly brand-loyal. In fact, they are much less likely than the average shopper to make impulse purchases or to switch brands simply for the sake of variety.

**Likely to Continue Purchasing.** NPR listeners are more likely than the average American to anticipate spending for travel, stocks and bonds, home remodeling, and financing their child’s college education – the same areas in which NPR listeners currently out-index the general population by a considerable margin. There is every reason to expect that these categories will remain robust with the NPR audience over time.