

## **New Report on NPR Radio: Listeners have Significant Spending Power**

A new report released this month by The Media Audit reveals that NPR-formatted stations (National Public Radio) rank number two in terms of total income or spending power, among the more than 60+ radio formats measured. The report estimates the total income for NPR listeners to be slightly over \$1.3 trillion. According to the study, the average household income for an NPR listener is \$77,084, a figure that is significantly higher than the market average of \$63,436.

Additionally, the study found that the NPR format ranks number four in overall reach with adults 18+, behind News/Talk, Country and Contemporary Hits Radio (CHR). On average, 10.6% of adults listen to an NPR-formatted station in a typical week. These findings are significant in light of the fact that ratings for public radio stations are not publicly reported by Arbitron.

The study also shows that while the typical NPR listener is slightly older (average age is 47.7 years) compared to the market (44.8 years), they are more likely to still be in the workforce. Of all NPR listeners, 28.6% are occupied in a professional/technical occupation and 20.3% are occupied as a proprietor or manager. Listeners are 4% less likely than the total market to be retired. The study also shows that NPR listeners are 14% less likely to have children living at home and 25% more likely to have a two-income family, suggesting this audience has a higher disposable or discretionary income.

The Media Audit surveys were conducted in 84 U.S. markets between January 2005 and March 2006 and measure 165 NPR radio stations. Only two markets did not have a measurable NPR radio station. The study measures weekly listening in addition to station listened to most often. In the case for NPR, 58.8% of the format's weekly audience chose an NPR station as the station they listen to most often.

The study also found that in specific markets, the conversion of weekly listeners to most often listeners is significantly higher. Among stations with the highest conversion ratio are KNPR-FM in Las Vegas (82% of the station's weekly audience listens to KNPR-FM most often), KWGS-FM in Tulsa (72.2%), WUCF-FM in Orlando (72%), KBSU-AM in Boise (71.4%) and WFYI-FM in Indianapolis (70.4%).