

Consumer Spending

Listeners' Purchasing Habits Reflect Lifestyles

NPR listeners seek products and services that they perceive will enhance their quality of life. At times, this entails a sense of indulgence. Keep in mind, however, that NPR listeners are more deliberate consumers than the average American.

Shopping at both big-box and luxury retail stores.

NPR listeners exhibit extreme diversity in their shopping patterns. Defying easy stereotypes, they hardly shun big-box retail establishments – to the contrary, 43% shopped at Walmart in the past three months, and 41% shopped at Target. The popularity of these stores, along with places like Kohls, JC Penney, and Bed Bath & Beyond, demonstrates that NPR listeners are practical and savvy consumers, who appreciate value.

At the same time, their affluence also makes them much more likely to visit stores that cater to a higher-end clientele. These include, for example, Talbots, J. Crew, Crate & Barrel, Nordstrom and

Luxury department stores, such as Bloomingdale's and Nordstrom, are also popular among a particularly wealthy subset of the NPR audience.

Listeners are fond of e-commerce.

Listeners don't limit their purchasing to physical establishments. They are significantly more likely than the general population to benefit from the convenience of online shopping; 70% have made an online purchase for personal use in the past month. This behavior extends to nearly all product and service categories, including airline tickets, books, clothing and apparel, hotel reservations, DVD's/Blu-Ray Discs, and tickets to performances.

Apparel.

NPR listeners spend more on apparel and shoes than the average American. They exceed the U.S. average in the total amount spent on both men's and women's clothing for big ticket items. NPR listeners are 44% more likely to spend \$250 or more on men's clothing, such as business suits, and 47% more likely to do so for women's clothing, such as a blazer.

Insurance.

Eighty-six percent of NPR listeners have some type of auto insurance, and 62% have homeowners insurance. Over half of NPR listeners, 55%, obtain medical insurance from their place of work. Fifty-one percent of listeners also hold a life insurance policy, and are 16% more likely than the national average to do so.

Books.

NPR listeners have an appreciation for the written word and are more likely to purchase books in almost all genres. The most popular categories include novels (27%), history (16%), and mysteries (14%). Biographies, cookbooks, children's books and personal/business self-help books are also popular among NPR listeners.

Music.

Twenty-five percent of all NPR listeners have purchased music in the past 6 months. Listeners are more likely than the average adult to purchase folk, classical, jazz, blues, and indie.

Toys.

In the past year, 33% percent of NPR listeners bought toys or games. Listeners favor builder sets, mechanical toys and board games.

Vehicles.

NPR listeners are more likely than the average adult to spend more when purchasing an automobile. Toyota (25%), Honda (20%), Ford (20%), and Chevrolet (14%) are the most popular manufacturers among listeners.

Additionally, listeners are 51% more likely to purchase luxury cars and 22% more likely to purchase a vehicle with app/internet connectivity than the average American. In particular the audience is more likely to favor imported car manufacturers, such as Subaru and Volvo, than the average American.

Alcohol.

NPR listeners enjoy consuming alcohol, and do so more than the average American. They are 63% more likely to purchase wine than the average U.S. consumer. Seventy-two percent of listeners purchased some type of alcohol.

Fast Food.

NPR listeners are as likely as the average American to eat at fast food restaurants. Significant portions of the NPR audience have eaten at McDonald's (43%), Subway (27%), and Burger King (22%) in the past six months. In addition, listeners are more likely than the average adult to eat at fast casual restaurants like Au Bon Pain, Baja Fresh Mexican Grill, Chipotle, and Panera, and they are big fans of Starbucks.

Home Décor & Remodeling.

NPR listeners make a great effort to make their houses comfortable homes and are willing to purchase the products or services to do so. They are more likely to utilize housekeeping or professional cleaning services, as well as to purchase items to aid in the upkeep of their yard. Additionally, they are 53% more likely to spend more than \$7,500 to remodel their homes.

Financial Products & Services.

NPR listeners pay attention to personal finance. Their investments range from IRAs to stock to US savings bonds. In all cases, NPR listeners are nearly two times more likely to invest than the general public.

Medical & Personal Care Services.

NPR listeners are concerned about their health and well-being, both inside and out. They are more likely than the average American to visit a doctor on a frequent basis, as well as to follow a regular exercise routine. They are also more likely to visit certain specialists, such as acupuncturists, dermatologists, or internists. NPR listeners also invest in taking care of their outside appearance. For example, listeners are more likely than the average adult to get a facial or a massage.