

A deep dive into the NRC audience

A better understanding of your audience will make planning and strategy more effective.

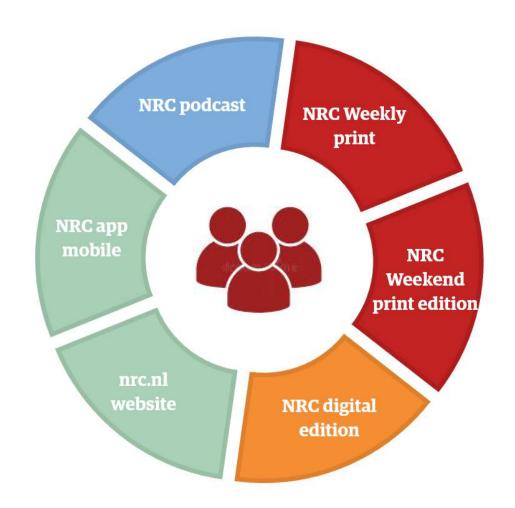
A 360° view of the NRC user across all platforms.

Financial assets

Travel

Consumer spending

Interests



News consumption

Cross platform usage

Values

Interests



Profile, usage (and frequency)

47%

Of NRC users listen to NRC podcasts.

NRC Vandaag	22%
NRC Haagse Zaken	15%
NRC Onbehaarde Apen	9%

450,900

Downloads per week.

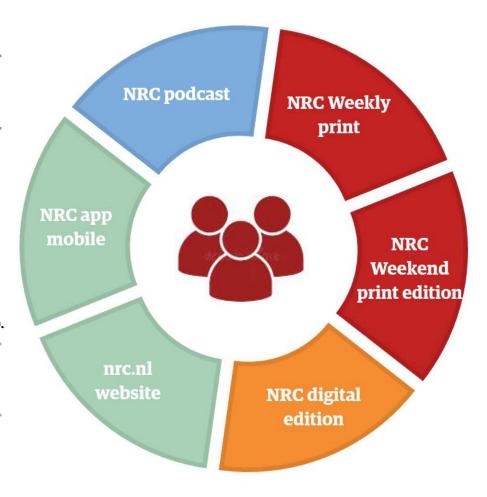
69%

Of NRC users read NRC digital on website or app.

Daily	19%
A few times a week	25%
Once a week	9%

3,596.00

Digital readers per month.



38%

Of NRC users read the NRC print edition.

Doordeweeks	23%
Weekend	48%
Doordeweeks and Weekend	29%

1,107,000

Print readers per month

33%

Of NRC users read the digital edition of NRC.

Doordeweeks	41%
Weekend	13%
Doordeweeks and Weekend	46%

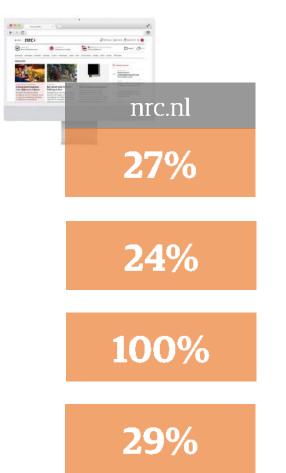
553,500

Digital edition readers per month



Cross platform media usage

nrc) NRC edition NRC edition 69% print NRC edition 58% digital 35% nrc.nl 37% NRC podcast







Not only media behavior has changed over the past 15 years, the composition of the NRC audience has changed too.

We are talking about real people ...



People that represent a larger group that is really there and NRC is their news brand.

Each of them have their own interests and values, consumer behavior, media usage and news consumption.



Highly Educated Millennials



higher ed

77% (36%)*

Most important values

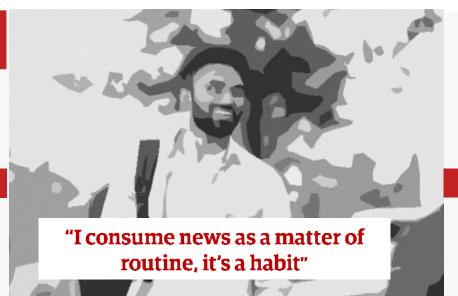
- Freedom
- Learning
- Honesty
- Knowledge

Wealth and assets

Financial assets > 100,000



25%



21% of the NRC audience

News Interests

- 1. Science
- 2. Int. News
- 3. Technic
- 4. Politics
- 5. Climate
- 6. Media

Most typical values

Ambition - Inquisitive - Knowledge - Hard work

49% of this group belongs to highest wealth class W1 $(33\%)^{**}$



Traditional News Consumer



higher ed

47%



Most important values

- Freedom
- Enjoyment
- Family
- Possessions

Wealth & assets

Financial assets > 100,000



18%



19% of the NRC audience

News Interest:

- 1. Politics
- 2. Economy
- 3. Science
- 4. Sports

Most typical values

Cultural traditions - Retribution - Proud of heritage

30% of this group belongs to highest wealth class **W1** (33%)**



Free thinker Gen X



higher ed

76%



Most important values

- Freedom
- Learning
- Honesty
- Knowledge

Wealth & assets

Financial assets > 100,000





20% of the NRC audience

News Interests

- 1. Culture
- 2. Climate
- 3. Food
- 4. The arts

Most typical values

Creativity - Climate - Tolerance - Friendship

30% of this group belongs to highest wealth class (33%)**



Affluent progressives



higher ed

68% (36%)

Most important values

- Freedom
- Honesty
- Enjoyment
- Pers. relationships

Wealth & assets

Financial assets > 100,000



25%(20%)*



19% of the NRC audience

News Interests

- 1. Literature
- 2. Climate
- 3. Economy
- 4. The arts
- 5. Culture
- 6. Int. News

Most typical values

Tolerance-Open-mind - Beauty (arts & nature) - Internationalism

38% of this group belongs to highest wealth class (33%)**



Conservative and nuanced



higher ed

Most important values

- Freedom
- Honesty
- Family
- Enjoyment

Wealth & assets

Financial assets > 100,000



21%(20%)*



21% of the NRC audience

News Interests

- 1. Int. News
- 2. Politics
- 3. Economy
- 4. Climate
- 5. Health
- 6. Travel

Most typical values

Respect parents, Honesty, Harmony, Family

21% of this group belongs to highest wealth class (33%)**



What marketeers can do with these insights...

Audience, platform, message

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A better understanding of your audience will make planning and strategy more effective.

"

Insights about cross platform usage tell you which medium types can be combined effectively to achieve cross media synergy. "

Knowing what values are important for your target audience and know what news content interests them helps building an effective content strategy.

"

Insights about the different segments can be helpful to sharpen your own target group definition and strategy.

Specific insights into consumer behavior for example travel and spending can be useful for your overall marketing strategy. 9

And finally the audience segments can be a starting point for your overall marketing strategy or more specific advertising strategy.

More information (in Dutch) https://www.nrc.nl/brandedcontent/ nrc-verantwoord/



Our mission is to help you to have an impact on our readers.