



NPR Classical Audience Profile

NPR attracts an audience distinguished classical music lovers. They're cultured, curious and on-the-go.



LIFESTYLES*

224% More likely to listen to classical music
304% More likely to purchase classical music

70% More likely to play an instrument
35% Attended a live musical performance
43% Listen to music

40% Theatre/concert/dance attendance
64% Dine out
54% Read books
35% Went to zoo or museum

51% Participate in a regular fitness program
36% Walk for exercise
21% Swim

29% Agree they have a great deal of knowledge on music
39% Use services like Pandora or Spotify
19% Downloaded music

79% Own a smartphone
41% Household uses tablet or e-reader

70% Domestic travel in past 12 months
39% Foreign travel over past 3 years

DEMOGRAPHICS

52% Women
48% Men

35% Aged 25 to 54
16% Aged 18 to 34
24% Aged 35 to 54

66% College degree or beyond
33% Post graduate degree

76% HHI \$50,000+
63% HHI \$75,000+
Median HHI: \$95,600

59% Married
21% Never married

56% Employed
39% View job as "career"
24% Professional occupation
11% Involved in business purchases of \$1,000+ each year
6% Work in top management

