

NPR CLASSICAL AUDIENCE PROFILE



NPR attracts an audience distinguished by its educational excellence and professional success. Listeners are choice consumers, savvy business leaders, and influentials who are active in their communities.

Demographics

- 51% Women**
49% Men

- 28% Aged 25 to 54**
10% Aged 18 to 34
39% Aged 35 to 64

- 69% College degree or beyond**
42% Post graduate degree

- 84% HHI \$50,000+**
67% HHI \$75,000+
Median HHI: \$100,400

- 60% Married**
18% Never married

- 48% Employed**
36% View job as a "career"
23% Professional occupation
8% Involved in business purchases of \$1,000+ each year
4% Work in top management

Lifestyles*

- 94% Public activities**
82% Vote
13% Fund raising

- 54% Consider themselves somewhat or very liberal**
22% Somewhat/Very conservative
24% Middle of the road

- 24% Theatre/concert/dance attendance**
56% Dine out
58% Read books
23% Went to zoo or museum

- 62% Regular fitness program**
47% Walk for exercise
15% Swim

- 50% Have any financial investments**
27% Own stock mutual funds
22% Own common stocks

- 90% Owns smartphone**
40% Used a news app on phone
45% Used a banking/finance app

- 57% Domestic travel in past 12 months**
39% Foreign travel over past three years

READS: More than half (51%) of NPR classical listeners are women.

BASE: Adults 18+ who listen to an NPR classical station.

SOURCE: MRI-Simmons Doublebase Fall 2021

**past year activities*