Public Radio AAA Audience Profile

The public radio audience is harder to reach. They are educated, curious and influential. NPR listeners are also tech-savvy, cultured and active in their communities.

LIFESTYLES*

91% Involved in public activities
71% Voted
29% Participated in fundraising

46% Consider themselves somewhat or very liberal
21% Somewhat/ very conservative
29% Middle of the road

47% Theatre/concert/dance attendance
67% Dine out
44% Read books
37% Went to zoo or museum

53% Participate in a regular fitness program
32% Walk for exercise
25% Swim

19% Own any financial securities
11% Own stock or bond mutual funds
10% Own common or preferred stocks

91% Own a smartphone
47% Household uses tablet or e-reader

71% Domestic travel in past 12 months
35% Foreign travel over past 3 years

BASE: Adults 18+ who listen to an NPR AAA station.
SOURCE: GfK MRI Doublebase 2018
*past year activities

DEMOGRAPHICS

55% Men
45% Women

59% Aged 25 to 54
38% Aged 18 to 34
34% Aged 35 to 54

51% College degree or beyond
18% Post graduate degree

77% HHI $50,000+
63% HHI $75,000+
Median HHI: $93,400

48% Married
41% Never married

78% Employed
52% View job as “career”
25% Professional occupation
11% Involved in business purchases of $1,000+ each year
7% Work in top management