



# 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.



## 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

## 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