

PUBLIC RADIO AAA AUDIENCE PROFILE



Public radio 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

- 56% Men**
44% Women
- 51% Aged 25 to 54**
17% Aged 18 to 34
59% Aged 35 to 64
- 60% College degree or beyond**
27% Post graduate degree
- 80% HHI \$50,000+**
66% HHI \$75,000+
Median HHI: \$103,700
- 55% Married**
27% Never married
- 65% Employed**
48% View job as a "career"
23% Professional occupation
14% Involved in business
purchases of \$1,000+ each year
7% Work in top management

Lifestyles*

- 93% Public activities**
84% Vote
18% Fund raising
- 60% Consider themselves somewhat or very liberal**
15% Somewhat/Very conservative
24% Middle of the road
- 30% Theatre/concert/dance attendance**
60% Dine out
51% Read books
27% Went to zoo or museum
- 62% Regular fitness program**
41% Walk for exercise
19% Swim
- 46% Have any financial investments**
21% Own stock mutual funds
19% Own common stocks
- 96% Own a smartphone**
44% Used a news app on phone
59% Used a banking/finance app
- 63% Domestic travel in past 12 months**
47% Foreign travel over past three years

*READS: Over half (56%) of NPR-CPB AAA listeners are men.
BASE: Adults 18+ who listen to an NPR-CPB AAA station
SOURCE: MRI-Simmons Doublebase Fall 2021
past year activities

