



Public Radio Jazz Audience Profile

Public radio jazz programming attracts an audience of passionate, music lovers. They are distinguished, cultured and curious.



DEMOGRAPHICS

54% Men
46% Women

37% Aged 25 to 54
14% Aged 18 to 34
26% Aged 35 to 54

31% Black/ African-American
61% White

55% College degree or beyond
22% Post graduate degree

74% HHI \$50,000+
58% HHI \$75,000+
Median HHI: \$85,700

55% Married
25% Never married

56% Employed
40% View job as "career"
23% Professional occupation
11% Involved in business purchases of \$1,000+ each year

LIFESTYLES*

326% More likely to listen to jazz music

106% More likely to play an instrument
33% Attended a live musical performance
46% Listen to music

40% Theatre/concert/dance attendance
54% Dine out
41% Read books
27% Went to zoo or museum

45% Participate in a regular fitness program
34% Walk for exercise
16% Swim

33% Agree they have a great deal of knowledge on music
51% Use services like Pandora or Spotify
17% Downloaded music

84% Own a smartphone
20% Downloaded/Streamed TV (incl. live) on phone

59% Domestic travel in past 12 months
40% Foreign travel over past 3 years

