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