Public Radio Jazz Audience Profile

Public radio jazz programming 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
52% Men
48% Women
34% Aged 25 to 54
13% Aged 18 to 34
46% Aged 35 to 64
28% Black/African American
62% White
50% College degree or beyond
26% Post graduate degree
72% HHI $50,000+
55% HHI $75,000+
Median HHI: $84,600
49% Married
29% Never married
48% Employed
36% View job as a "career"
18% Professional occupation
8% Involved in business purchases of $1,000+ each year

Lifestyles*
89% Public activities
75% Vote
15% Fund raising
51% Consider themselves somewhat or very liberal
19% Somewhat/Very conservative
30% Middle of the road
24% Theatre/concert/dance attendance
50% Dine out
45% Read books
23% Went to zoo or museum
62% Regular fitness program
38% Walk for exercise
16% Weightlifting
40% Have any financial investments
19% Own stock mutual funds
17% Own common stocks
93% Own a smartphone
36% Used a news app on phone
51% Used a banking/finance app
54% Domestic travel in past 12 months
39% Foreign travel over past three years

READS: Slightly over half (52%) of NPR-CPB Jazz listeners are men.
BASE: Adults 18+ who listen to an NPR-CPB jazz station.
SOURCE: MRI-Simmons Doublebase Fall 2021
*past year activities