

# PUBLIC RADIO JAZZ AUDIENCE PROFILE

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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*