NPR News Audience Profile

NPR News attracts a distinguished audience. They are educated, business decision makers that are active in their communities.

LIFESTYLES*

94% Involved in public activities
75% Voted
26% Participated in fundraising

54% Consider themselves somewhat or very liberal
17% Somewhat/very conservative
26% Middle of the road

44% Theatre/concert/dance attendance
66% Dine out
48% Read books
34% Went to zoo or museum

52% Participate in a regular fitness program
31% Walk for exercise
21% Swim

30% Own any financial securities
17% Own stock or bond mutual funds
13% Own common or preferred stocks

88% Own a smartphone
61% Visited a site on phone for news

72% Domestic travel in past 12 months
46% Foreign travel over past 3 years

DEMOGRAPHICS

55% Men
45% Women

49% Aged 25 to 54
19% Aged 18 to 34
34% Aged 35 to 54

70% College degree or beyond
36% Post graduate degree

82% HHI $50,000+
67% HHI $75,000+
Median HHI: $103,000

63% Married
21% Never married

67% Employed
49% View job as “career”
29% Professional occupation
17% Involved in business purchases of $1,000+ each year
8% Work in top management

READS: More than half (54%) of NPR News listeners are men
BASE: Adults 18+ who listen to an NPR News station.
SOURCE: GfK MRI Doublebase 2018
*past year activities