

# PUBLIC RADIO AUDIENCE PROFILE

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Public radio 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

- 51% Men**  
49% Women
- 42% Aged 25 to 54**  
15% Aged 18 to 34  
50% Aged 35 to 64
- 67% College degree or beyond**  
37% Post graduate degree
- 82% HHI \$50,000+**  
68% HHI \$75,000+  
Median HHI: \$106,000
- 59% Married**  
23% Never married
- 58% Employed**  
44% View job as a "career"  
24% Professional occupation  
12% Involved in business purchases of \$1,000 or more  
6% Top management

## Lifestyles\*

- 94% Public activities**  
83% Vote  
17% Fund raising
- 60% Consider themselves somewhat or very liberal**  
15% Somewhat/Very conservative  
25% Middle of the road
- 29% Theatre/concert/dance attendance**  
58% Dine out  
54% Read books  
25% Went to zoo or museum
- 65% Regular fitness program**  
44% Walk for exercise  
16% Swim
- 47% Have any financial investments**  
23% Own stock mutual funds  
18% Own common stocks
- 94% Own a smartphone**  
43% Used a news app on phone  
55% Used a banking/finance app
- 61% Domestic travel in past 12 months**  
44% Foreign travel over past three years

*READS: More than half (51%) of NPR-CPB listeners are men.*

*BASE: Adults 18+ who listen to a public radio station.*

*SOURCE: MRI-Simmons Doublebase Fall 2021*

*\*past year activities.*

