

NPR Audience Profile

National Public Radio attracts an audience most notably distinguished by its educational excellence and professional success. Listeners are your choice consumers, savvy business leaders, and influentials who are active in their communities.

Demographics

- 54%** **men**
46% women
- 67%** **aged 25 to 54**
24% aged 18 to 34
50% aged 35 to 54
- 58%** **college degreed or beyond**
28% graduate school
attended/degree
- 73%** **HHI \$50,000+**
49% HHI \$75,000+
mean HHI: \$85,675
- 64%** **married**
22% single
- 76%** **employed**
28% professional
16% managerial
35% business purchases
57% view job as a "career"

Lifestyles*

- 76%** **public involvement**
62% vote
15% fund raising
- 51%** **theatre/concert/dance attendance**
31% attend live music performance
65% dine out
55% read books
- 55%** **regular fitness program**
26% swim
45% walk for exercise
- 41%** **own financial securities**
30% own stock or bond mutual funds
20% own common or preferred stocks
- 86%** **HH's own computer**
92% use online service
- 74%** **domestic travel**
40% foreign travel over past three years

READS: Over half (54%) of NPR listeners are men.

BASE: Adults 18+ who listen to an NPR station.

SOURCE: MRI, Fall 2002

* past year activities.

NPR News Audience Profile

National Public Radio attracts an audience of nearly 21 million individuals. Our audience is distinguished by its educational excellence and professional success. Listeners are your choice consumers, savvy business leaders, and influentials who are active in their communities.

Demographics

- 54%** **men**
46% women
- 69%** **aged 25 to 54**
23% aged 18 to 34
52% aged 35 to 54
- 62%** **college degreed or beyond**
31% graduate school
attended/degree
- 75%** **HHI \$50,000+**
51% HHI \$75,000+
mean HHI: \$89,357
- 67%** **married**
20% single
- 77%** **employed**
31% professional
18% managerial
38% business purchases
60% view job as a "career"

Lifestyles*

- 78%** **public involvement**
63% vote
17% fund raising
- 29%** **consider self conservative or very conservative**
30% middle of the road
31% liberal or very liberal
- 51%** **theatre/concert/dance attendance**
40% attend live music performance
68% dine out
58% read books
- 56%** **regular fitness program**
28% swim
46% walk for exercise
- 45%** **own financial securities**
32% own stock or bond mutual funds
21% own common or preferred stocks
- 88%** **HH's own computer**
93% access the Internet
- 77%** **domestic travel**
42% foreign travel over past three years

READS: Over half (54%) of NPR news listeners are men.

BASE: Adults 18+ who listen to an NPR news station.

SOURCE: MRI, Fall 2002

* past year activities

NPR Classical Audience Profile

National Public Radio attracts an audience most notably distinguished by its educational excellence and professional success. Listeners are your choice consumers, savvy business leaders, and influentials who are active in their communities.

Demographics

- 51%** **men**
49% women

- 61%** **aged 25 to 54**
16% aged 18 to 34
51% aged 35 to 54

- 63%** **college degreed or beyond**
32% graduate school
attended/degree

- 80%** **HHI \$50,000+**
54% HHI \$75,000+
mean HHI: \$91,933

- 71%** **married**
16% single

- 74%** **employed**
30% professional
17% managerial
33% business purchases
58% view job as a "career"

Lifestyles*

- 83%** **public involvement**
69% vote
14% fund raising

- 56%** **theatre/concert/dance attendance**
37% attend live music performance
70% dine out
64% read books

- 56%** **regular fitness program**
29% swim
49% walk for exercise

- 53%** **own financial securities**
37% own stock or bond mutual funds
23% own common or preferred stocks

- 87%** **HH's own computer**
94% subscribe/use online service

- 81%** **domestic travel**
44% foreign travel over past three years

READS: Over half (51%) of NPR Classical listeners are men.

BASE: Adults 18+ who listen to an NPR classical station.

SOURCE: MRI, Fall 2002

* past year activities

CPB-NPR Jazz Audience Profile

National Public Radio attracts an audience most notably distinguished by its educational excellence and professional success. Listeners are your choice consumers, savvy business leaders, and influentials who are active in their communities.

Demographics

- 59%** **men**
41% women
- 64%** **aged 25 to 54**
27% aged 18 to 34
50% aged 35 to 54
- 20%** **Black/African-American**
77% white
1% other
- 50%** **college degreed or beyond**
23% graduate school
attended/degree
- 73%** **HHI \$50,000+**
47% HHI \$75,000+
mean HHI: \$83,839
- 57%** **married**
28% single
- 79%** **employed**
24% professional
16% managerial
34% business purchases
57% view job as a "career"

Lifestyles*

- 75%** **public involvement**
60% vote
18% fund raising
- 55%** **theatre/concert/dance attendance**
36% attend live music performance
64% dine out
50% read books
- 53%** **regular fitness program**
29% swim
43% walk for exercise
- 43%** **own financial securities**
30% own stock or bond mutual funds
21% own common or preferred stocks
- 86%** **HH's own computer**
91% subscribe/use online service
- 72%** **domestic travel**
40% foreign travel over past three years

READS: Over half (59%) of CPB-NPR jazz listeners are men.

BASE: Adults 18+ who listen to an NPR or CPB jazz station.

SOURCE: MRI, Fall 2002

* past year activities