



# NPR News Audience Profile

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



## 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

## 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



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