

Leisure & Travel Activities

Lifestyle Habits of NPR Listeners

NPR reaches the most active audience in radio. Listeners are much more likely than the average American to participate in a wide variety of activities, including weight lifting, bird watching, and everything in between.



As you might expect, NPR listeners are devoted followers of the arts and are also much more likely to participate in cultural and educational events than the average American. However, they have interests that extend well beyond stereotypes. For instance, they are very physically active, and are more likely than the average American to participate in everything from rock climbing to skiing. And while listeners love to travel the world, they also enjoy activities that center on the home, such as cooking, gardening, and furniture refinishing.

Movie Attendance. Seventy percent (70%) of the audience has been to the movies in the last six months, and 12% go once a month. Listeners enjoy a wide variety of movie types. The genres that draw the most listeners were comedy (39%) and drama (39%), followed by adventure (37%).

Leisure. The NPR audience pursues many leisure activities with vigor.

Listeners are strong supporters of fine arts, education, and culture: 30% visited museums and 25% attended live theater performances in the past year. They are also more likely to enjoy other creative pursuits like photography, woodworking, and drawing/painting.

NPR listeners also have a keen domestic streak. More than three-quarters of total listeners cook for fun or entertain friends or relatives in their home. Forty-four percent (44%) did some sort of gardening in the past year. Hands-on activities such as woodworking, furniture refinishing, and sewing also have strong appeal to the public radio audience.

Games or hobbies that stimulate the mind are a listener favorite as well. They enjoy mental challenges such as crossword puzzles, chess, and backgammon, and are 45% more likely to read books.

Musical Activities. NPR listeners have an affinity for music. Not only does a majority listen to music, they are also 85% more likely than the average American to play a musical instrument themselves.

Sports. Physical fitness and sports are important to the NPR listener, as 57% get some kind of regular exercise. The most popular fitness activities for listeners are walking (41%), swimming (25%), and weightlifting (20%).

NPR listeners do not shy away from more intense sports; they are about twice as likely to try backpacking, hiking or downhill skiing.

Camping. Eighteen percent (18%) of the NPR audience went camping in the past year – a higher proportion than that of the U.S. population.

Video/DVD Rentals. NPR listeners are 16% more likely than the average consumer to take a trip to the video store. Compared to the average American consumer, listeners are more than three times as likely to rent foreign films and twice as likely to rent news/feature documentaries.

Pets. Like the general population, dog owners (36%) are the largest group of pet owners among NPR listeners. However, listeners are also 25% more likely to own a cat than the average American.

Travel. Whether for business or for pleasure, NPR listeners are on the move. More than half of the audience (52%) has a valid passport, and 42 percent have traveled abroad in the past three years. Almost three-fourths of listeners traveled within the US within the past year.