

Demographics

Who is the NPR Audience?

The public radio audience is set apart by its high degree of educational and professional attainment.

Gender. The NPR audience has a slightly greater concentration of men (54%) than women (46%). The classical audience draws the largest segment (48%) of female listeners.

Age. NPR is particularly popular among Baby Boomers. People between the ages of 45-64 listen to NPR at rates exceeding the national benchmark, while other age groups (18-34, 65 and older) tune in at rates below this benchmark. The median age of the NPR listener is 50.

Education. NPR's audience is extraordinarily well-educated. Nearly 65% of all listeners have a bachelor's degree, compared to only a quarter of the U.S. population. Also, they are three times more likely than the average American to have completed graduate school.

Race & Ethnicity. The majority of the NPR audience (86%) identifies itself as white. African-Americans make up the second largest audience for total NPR programming, comprising 5% of all listeners (and 31% of jazz listeners). The lifestyle and consumption patterns are similar for NPR listeners across ethnic groups.

Income. NPR households tend to be more affluent than other households, primarily as a result of their educational attainment. The median household income of an NPR News listener is about \$86,000, compared to the national average of about \$55,000.

Marital Status. A majority of NPR listeners (66%) are married. About 20% are single and 11% are legally separated or divorced.

Geographic Location. Since more than 99% of the U.S. population has access to at least one NPR station, it is unsurprising that NPR listeners live across all regions of the country. Compared to the average U.S. adult, they are slightly more likely to live in Northeast and Pacific states, and to live in urban environments.

Household Composition and Children. Despite the high prevalence of married people in the NPR audience, they are less likely to have children living at home when compared with the U.S. population. Forty-two percent (42%) of listeners live in a house of only two people, and 15% live alone. Households of three to four individuals make up 33% of the total audience.



Employment. The majority of NPR listeners (63%) are employed full-time. A plurality of these listeners works for a business, but high concentrations of listeners are employed in non-profits, government, or are self-employed. Regardless, they are disproportionately represented in white-collar occupations; listeners are more than twice as likely as the average U.S. adult to work in top management.

Work is important to most NPR listeners. They are 54% more likely than the average American to feel that their work is a career, not merely a job.

More than half of NPR households (55%) consist of two or more workers.