The News/Talk Audience Profile

Public Radio News/Talk continues to have Public Radio’s most educated listeners:

Better than half of News/Talk listeners live in households earning $75,000 per year. Nearly three quarters of the News/Talk audience resides in households earning at least $50,000, more than any other format.

Nearly 70% of News/Talk listeners hold a college degree or better, and almost 92% have attended college. Those figures are far stronger than all commercial radio formats and all other public radio programming.

At 6.5 hours per week in time spent listening, News/Talk is among the strongest of all formats.