

NPR Cross-Platform Audience Snapshot

	Radio	Podcasts	NPR.org	NPR.org Mobile	NPR Music (npr.org/music)	NPR App: Smartphone	NPR App: iPad	NPR One	Smart Speaker
Gender	51% male 49% female ¹	55% male 45% female ⁵	45% male 55% female ⁸	43% male 57% female ⁸	67% male 31% female ¹⁰	45% male 55% female ¹¹	47% male 51% female ¹²	59% male 41% female ¹⁴	
Median Age	57 ¹	39 ⁵	48 ⁸	48 ⁸	28 ¹⁰	47 ¹¹	50 ¹²	39 ¹⁴	
Median HHI	\$111,900 ¹	\$91,569 ⁵	\$111,421 ⁸	\$108,520 ⁸	\$51,041 ¹⁰	\$100,619 ¹¹	\$104,166 ¹²	\$95,999 ¹⁴	
% College Degree+	71% ¹	54% ⁵	57% ⁸	61% ⁸	62% ¹⁰	87% ¹¹	84% ¹²	74% ¹⁴	