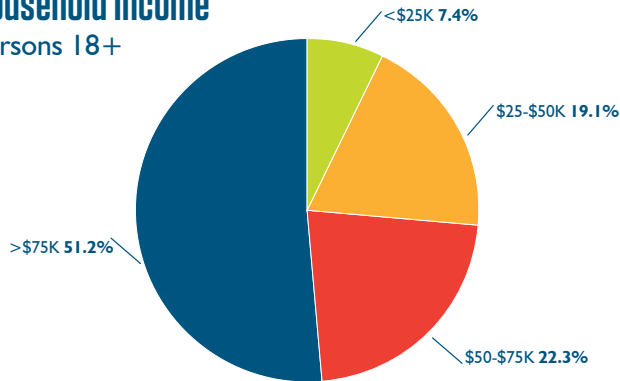


# The News/Talk Audience Profile

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

## Household Income

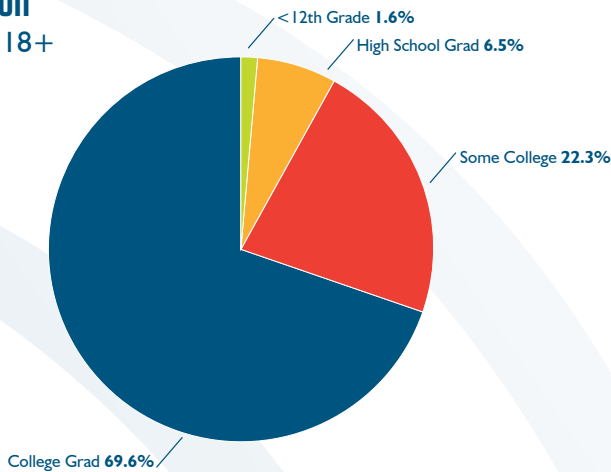
Persons 18+



*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.*

## Education

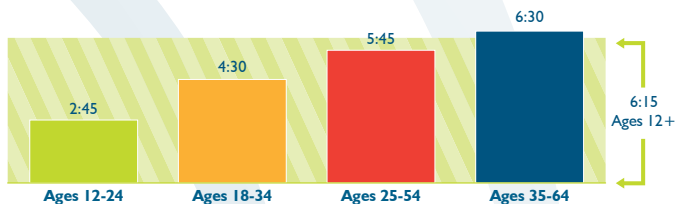
Persons 18+



*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.*

## Time Spent Listening by Age

(Hours:Minutes) Mon-Sun, 6 a.m.-Midday



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

Source: Arbitron Public Radio Today (2012 Edition)