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BY THE NUMBERS

Compared to the general population, public radio news listeners are:

- 161% more likely to have traveled internationally 6 or more times in the past 3 years
- 34% more likely to have higher consumer confidence now compared to last year
- 161% more likely to have a household income of $250,000

THE BBC WORLD SERVICE AUDIENCE

- 54% male
- Targets 35-54 adults
- 68% have a college or postgraduate degree

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