



IPR LISTENERS ARE FINANCIALLY LITERATE

IPR attracts an audience that is **highly educated and affluent**. In addition, they tend to be more inclined to **think about their financial future**.

- 39%** OF LISTENERS HAVE STOCKS OR STOCK OPTIONS
- 31%** OF LISTENERS HAVE MUTUAL FUNDS
- 19%** OF LISTENERS HAVE MONEY MARKET FUNDS

75% of listeners hold a more positive opinion of a company that supports public radio

IPR listeners are more likely to...

	Market Index	IPR Listeners
Have Stocks or Stock Options		53% More Likely
Have Mutual Funds		42% More Likely
Have Money Market Funds		51% More Likely



29% of listeners use a financial planner, and they are **30%** more likely to do so

21% of listeners have other security or investments, and they are **50%** more likely to do so

