IPR LISTENERS ARE ACTIVE

- 44% bicycled in the last 12-months
- 25% went swimming in the last 12-months
- 28% hiked in the last 12-months

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

IN THE LAST 12-MONTHS:

- 27% of listeners went golfing
- 12% of listeners did yoga or pilates
- 23% of listeners went jogging/running
- 27% of listeners belong to a health club or gym