



IPR LISTENERS ARE ECO-CONSCIENCE

IPR LISTENERS ARE **252% MORE LIKELY** TO HAVE USED AN ORGANIC/HEALTH FOOD RESTAURANT IN THE PAST 30 DAYS

47% of listeners buy locally grown food, and they are **36%** more likely to do so

31% of listeners buy organic food, and they are **104%** more likely to do so

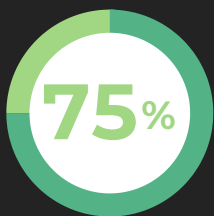


33% of listeners pay more for eco-friendly products, and they are **104%** more likely to do so

33% of listeners buy eco-friendly cleaning products, and they are **44%** more likely to do so

17% of listeners donate time/money to environmental causes, and they are **85%** more likely to do so

34% of listeners participate in an energy-saving program through their utility company, and they are **49%** more likely to do so



OF LISTENERS HOLD A MORE POSITIVE OPINION OF AN ORGANIZATION THAT SUPPORTS PUBLIC RADIO



IOWA PUBLIC RADIO™