



# IPR LISTENERS ARE DECISION MAKERS

## IPR LISTENERS ARE MORE LIKELY TO MAKE PURCHASE DECISIONS AT WORK

More likely to make purchasing decisions...

Market Index

IPR Listeners

Any purchasing decision

44% More Likely

Computer hardware/ software

89% More Likely

Office equipment/ office supplies

48% More Likely

Information technology (network/internet)

66% More Likely

Business travel or convention arrangements

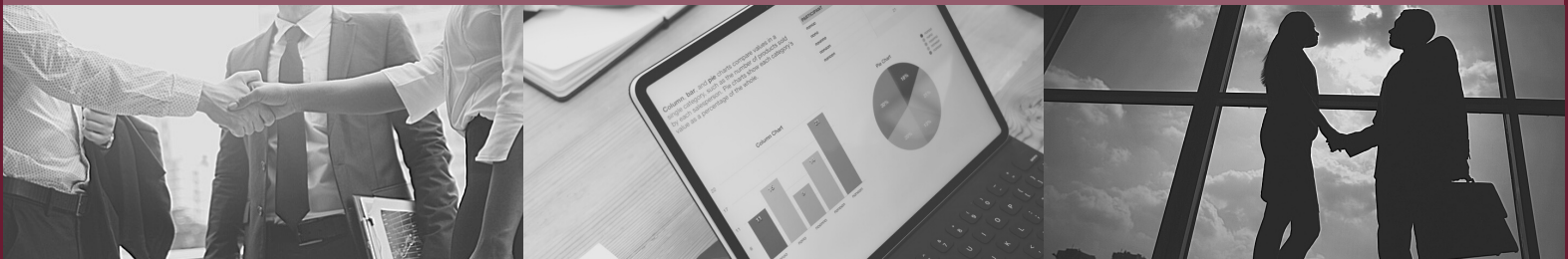
56% More Likely

Overnight delivery services

91% More Likely

Other purchasing decisions

38% More Likely



75%

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



IOWA PUBLIC RADIO™