



# IPR LISTENERS ENJOY THE ARTS

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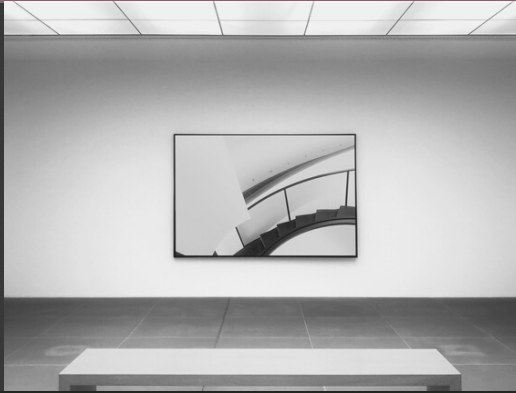
## IN THE LAST 12 MONTHS:

**31%** of listeners attended a live theater event, and they are **52%** more likely to do so

**27%** of listeners attended other musical concerts (jazz, blues, etc.), and they are **107%** more likely to do so

**13%** of listeners attended a symphony, and they are **124%** more likely to do so

IPR listeners are **82%** more likely to attend a dance or ballet performance



**75% OF LISTENERS HOLD A MORE POSITIVE OPINION OF AN ORGANIZATION THAT SUPPORTS PUBLIC RADIO**

**19%** of listeners visited an art museum in the last 12 months, and they are **102%** more likely to do so

IPR listeners are **24%** more likely to visit other museums

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**IOWA PUBLIC RADIO.**