IPR LISTENERS ENJOY THE ARTS

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.