



CENTRAL IOWA LISTENER PROFILE

IPR listeners are **53% more likely to have a college degree** and they are **191% more likely to have a post-graduate degree**

IPR listeners are **16% more likely to have an income of \$100,000 or more***

IPR listeners are **124% more like to be employed in a professional occupation** – 67% of listeners currently have a white collar job

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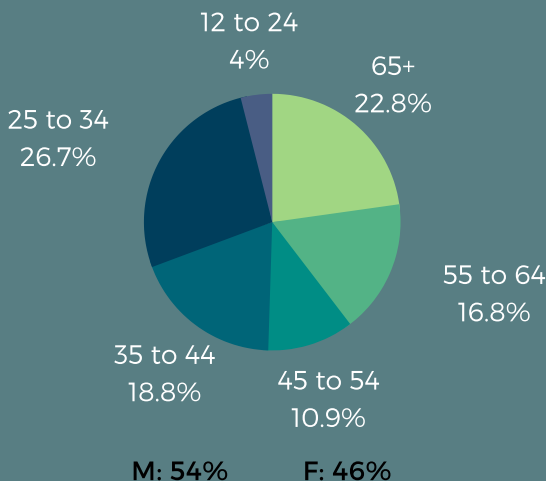
75%

of listeners hold a MORE POSITIVE OPINION of an organization that supports public radio²

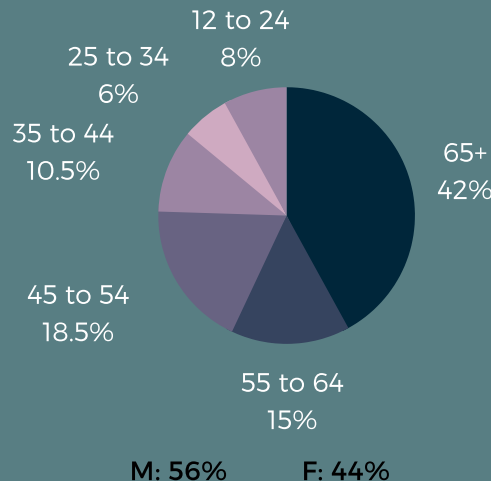
77%

of listeners HAVE ACTED IN RESPONSE to a public radio sponsorship message²

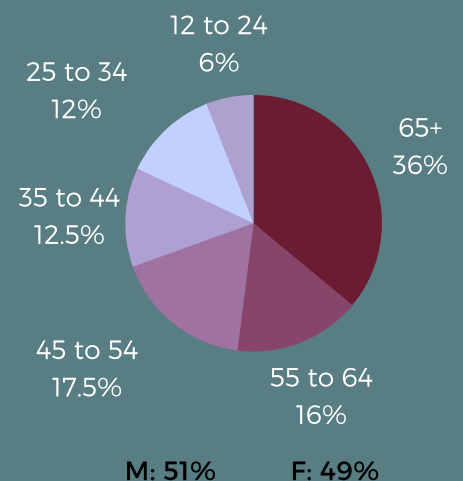
NEWS/STUDIO ONE WEST



NEWS WEST



CLASSICAL WEST



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