



IPR LISTENERS INVEST IN THEIR HOMES

75%

OF LISTENERS HOLD A MORE POSITIVE OPINION OF A COMPANY THAT SUPPORTS PUBLIC RADIO



91% OF LISTENERS OWN THEIR HOME

IPR listeners plan to invest in home improvement within the next 12 months

In the next 12 months, listeners are more likely to...

Market Index

IPR Listeners

Remodel their bathroom



52% More Likely

Remodel their kitchen



80% More Likely

Replace HVAC units



141% More Likely

Do other home improvement



52% More Likely

IPR listeners are 191% more likely to have spent over \$5,000 in home remodeling in the past 12 months



IOWA PUBLIC RADIO.