



IPR LISTENERS ARE PHILANTHROPIC

Iowa Public Radio listeners have higher household incomes and greater net worth, and many of them donate to causes they care about.

21% of IPR listeners donate to an educational/academic institution

18% of IPR listeners donate to other organizations

IPR listeners are more likely to...

Donate to a Social/Welfare Cause

Market Index

IPR Listeners

117% More Likely

Donate to an Arts/Cultural Organization

185% More Likely



38%

OF LISTENERS HAVE VOLUNTEERED IN THE LAST 12 MONTHS

77%

OF LISTENERS ACTED IN RESPONSE TO A PUBLIC RADIO SPONSORSHIP ANNOUNCEMENT*



IOWA PUBLIC RADIO.