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: 117%
  - IPR Listeners: 117% More Likely

- Donate to an Arts/Cultural Organization
  - Market Index: 185%
  - IPR Listeners: 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*