



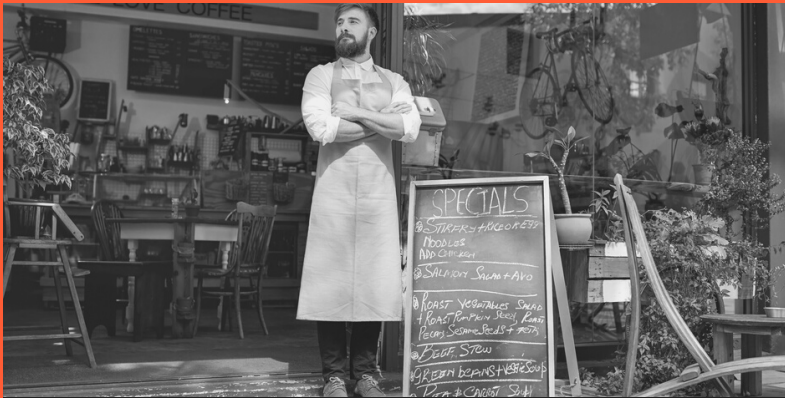
IPR LISTENERS ENJOY DINING OUT



WENT TO A RESTAURANT IN THE PAST 30 DAYS



WENT TO A SIT-DOWN RESTAURANT 4+ TIMES IN THE PAST 30 DAYS



IPR LISTENERS ARE:

101% more likely to have ordered wine at a restaurant in the past 30 days

46% more likely to have ordered beer at a restaurant in the past 30 days



75% of listeners hold a more positive opinion of an organization that supports public radio



IOWA PUBLIC RADIO™