



IPR LISTENERS ENJOY THE ARTS

IN THE LAST 12 MONTHS:

30% of listeners attended a live theater event, and they are **40%** more likely to do so

19% of listeners attended a symphony, and they are **137%** more likely to do so

24% of listeners attended other musical concerts (jazz, blues, etc.), and they are **89%** more likely to do so



**75% OF LISTENERS HOLD A MORE POSITIVE
OPINION OF AN ORGANIZATION THAT
SUPPORTS PUBLIC RADIO**

28% of listeners visited an art museum in the last 12 months, and they are **70%** more likely to do so

IPR listeners are **83%** more likely to visit other museums



IOWA PUBLIC RADIO.