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.

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.

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