



EASTERN IOWA LISTENER PROFILE

IPR listeners are **51% more likely to have a college degree** and they are **105% more likely to have a post-graduate degree**

52% of IPR listeners have an income of \$100,000 or more*

IPR listeners are **51% more likely to be employed in a professional occupation** – **57% of listeners currently have a white collar job**

1

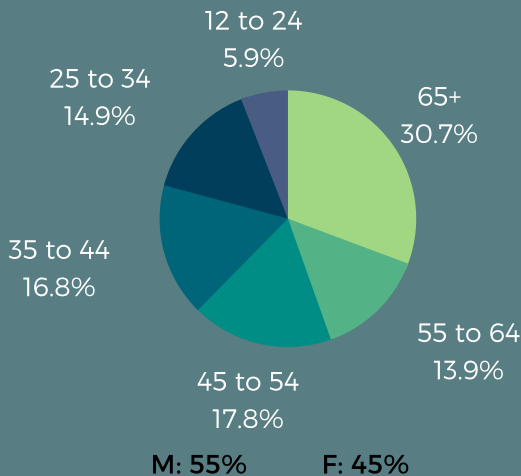
75%

of listeners hold a **MORE POSITIVE OPINION** of an organization that supports public radio²

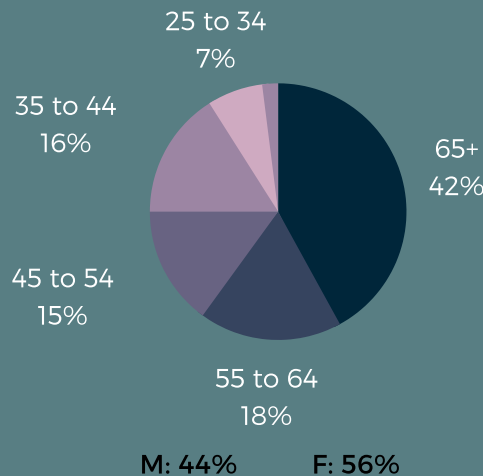
77%

of listeners **HAVE ACTED IN RESPONSE** to a public radio sponsorship message²

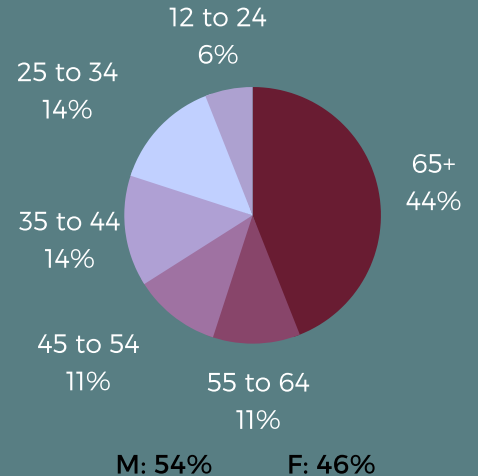
NEWS/STUDIO ONE EAST



NEWS EAST



CLASSICAL EAST



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1.CEDAR RAPIDS; SCB. MID-TIER SPRING 2018/SPRING 2019; DMA: P 18+; *Among employed respondents; 2. Lightspeed Research, NPR State of Sponsorship Survey, March 2019; 3. Nielsen Audio, Spring/Fall 2019