



IPR LISTENERS ARE FINANCIALLY LITERATE

IPR attracts an audience that is **highly educated and affluent**. In addition, they tend to be more inclined to **think about their financial future**.

- 33%** OF LISTENERS HAVE STOCKS OR STOCK OPTIONS
- 27%** OF LISTENERS HAVE MUTUAL FUNDS
- 21%** OF LISTENERS HAVE MONEY MARKET FUNDS

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

IPR listeners are more likely to...

Market Index

IPR Listeners

Have Stocks or Stock Options

53% More Likely

Have Mutual Funds

52% More Likely

Have Money Market Funds

79% More Likely



37% of listeners use a financial planner, and they are **65%** more likely to do so

12% of listeners use online investing/stock trading, and they are **74%** more likely to do so

