

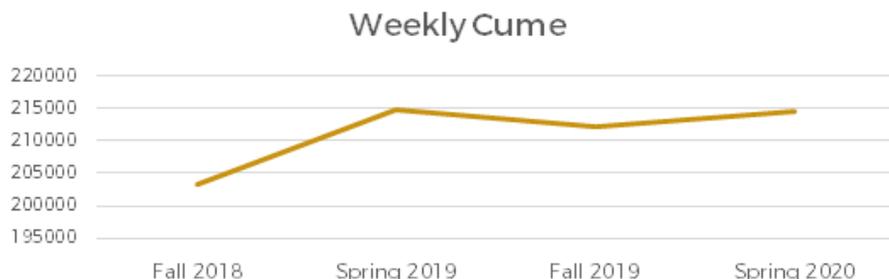


FALL 2020

AUDIENCE REPORT - RADIO

Listenership Remains High

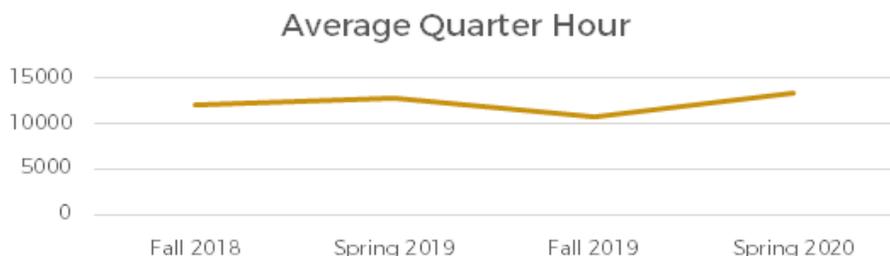
IPR's radio audience has remained very strong during the pandemic, with over 214,500 weekly radio listeners. This is on par with last spring's number and an increase over Fall 2019.



Source: Nielsen Audio

Tuned In Longer

More importantly, listeners are spending more time tuned in to IPR. The average number of people listening at any given time is 13,300, a significant increase over Fall 2019. This means that each listener is hearing your sponsorship message more often.



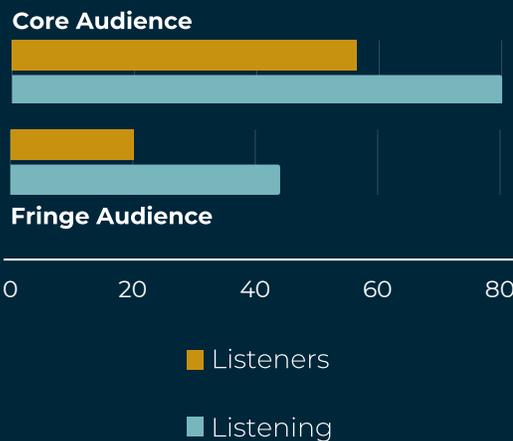
Source: Nielson Audio

MOST LOYAL LISTENERS

Our core audience — listeners who tune in to IPR more than any other station — makes up 56% of our total audience.

These core listeners represent 80% of overall listening, and spend **more than 10.5 hours** tuned to IPR every week.

Core listeners are our most *loyal* listeners, and they will be your most loyal customers.



Source: Audigraphics

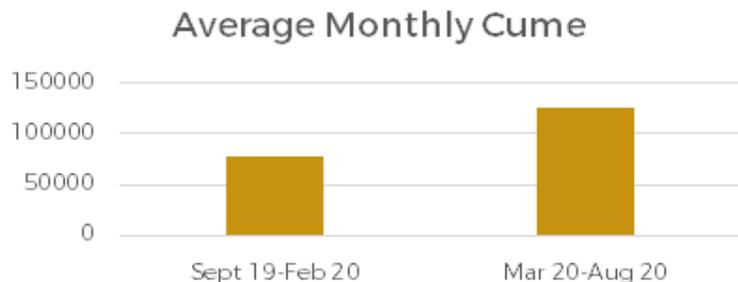


FALL 2020

AUDIENCE REPORT - DIGITAL

Online Listening Skyrockets

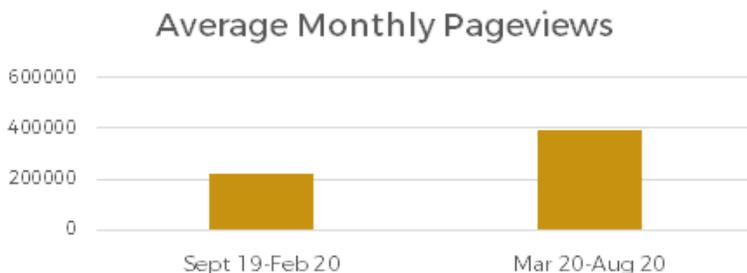
We've seen explosive audience growth on all of our digital channels. Our streaming audience has increased an average of 39% since the beginning of the pandemic. In March through August 2020, our streaming service had an average monthly cume of 126,000 listeners.



Source: Triton Digital

Web Traffic Grows

Website traffic has grown significantly as well, with an average of nearly 400,000 monthly pageviews in March through October this year.



Source: Google Analytics

Key Recommendations

- 1 Stay the course.** Many people haven't seen their financial situation change during the pandemic. Keeping your message out there means that your name is top-of-mind when they're ready to buy.
- 2 Add digital.** Our digital traffic is strong. A digital ad will allow you to make another connection with our audience. If your message isn't also airing on our streaming stations, it should be.
- 3 Consider changing up your on-air schedule.** As more people stay at home, listening times have shifted. A run-of-schedule option will give you more exposure at different times.
- 4 Change up your message.** Make sure your message reflects your current offerings, whether it's curbside pickup or online sales. Our listeners will appreciate knowing what you're doing to help keep them safe.