

IPR LISTENERS INVEST IN THEIR HOMES

75%

OF LISTENERS HOLD A MORE POSITIVE OPINION OF A COMPANY THAT SUPPORTS PUBLIC RADIO

81% of listeners bought lawn and garden items in the last 12 months



76% OF LISTENERS OWN THEIR HOME

IPR listeners who are homeowners plan to invest in home improvement within the next 12 months

In the next 12 months, listeners are more likely to...

Remodel their kitchen

Replace their roof

Replace their windows

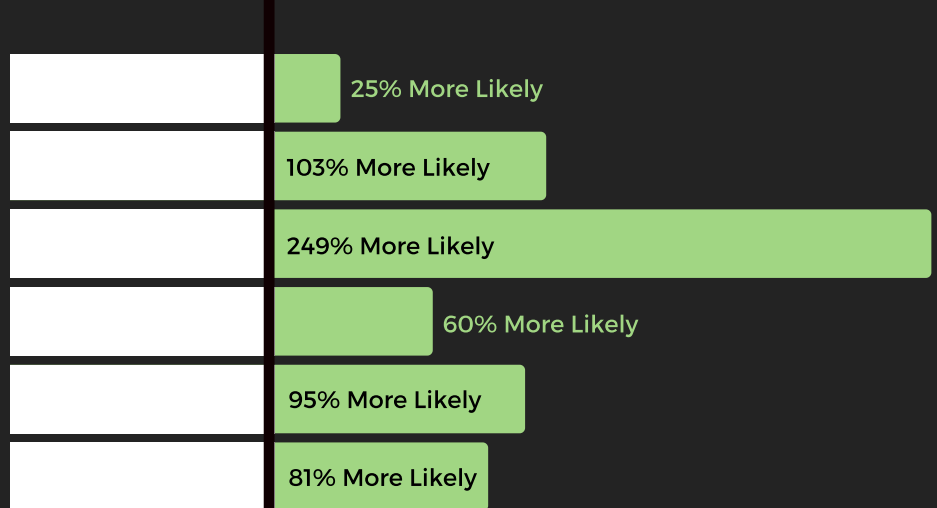
Replace their siding

Do landscaping projects

Do other home improvement

Market Index

IPR Listeners



IOWA PUBLIC RADIO.