

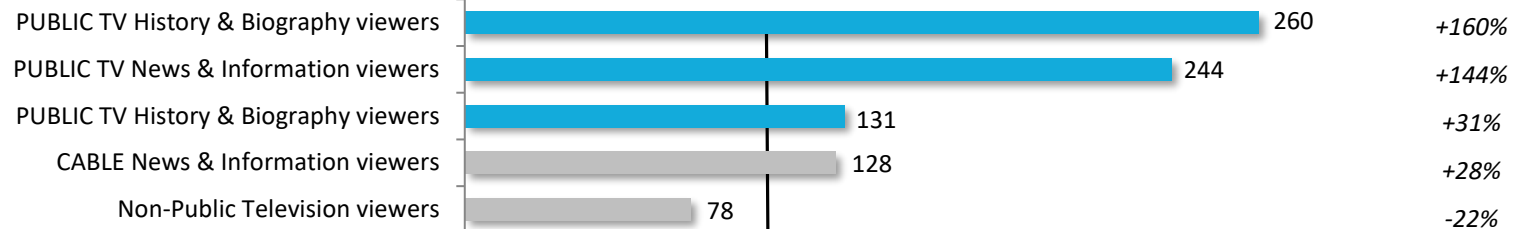
Public Television Viewers are... Influential, Wealthy & Educated

Graphs compare the likelihood of Public Television viewers and cable viewers to have the specified characteristics.

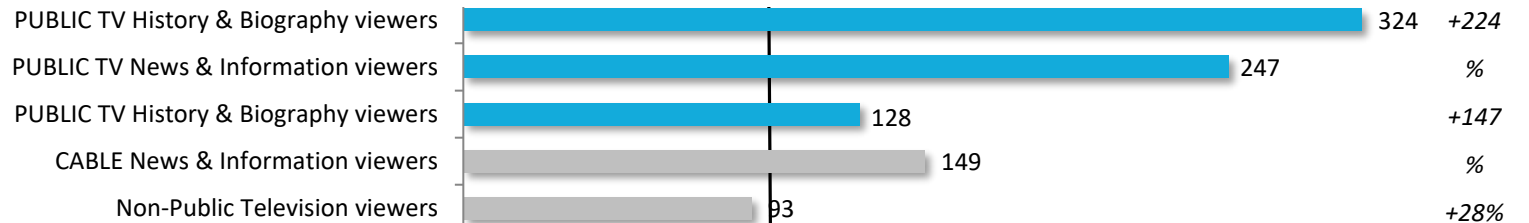
Percent comparison to average U.S. adult



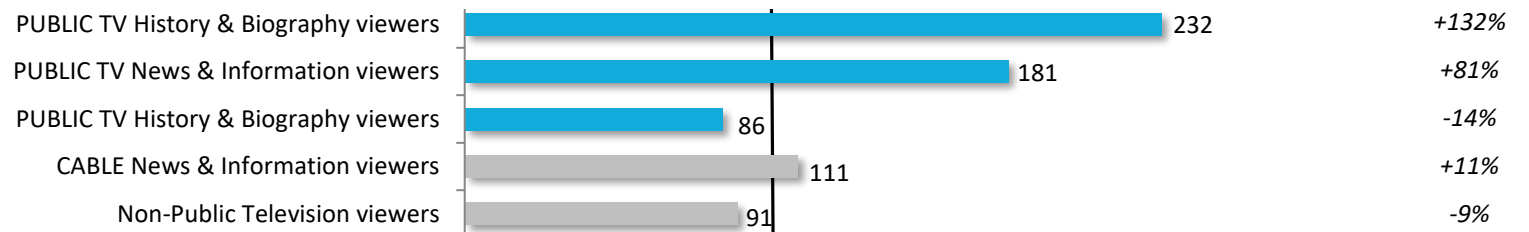
Member of a local body of government



Owns investment portfolio valued over \$500,000



Holds doctorate degree



INDEX: 100 = Likelihood of average U.S. adult

