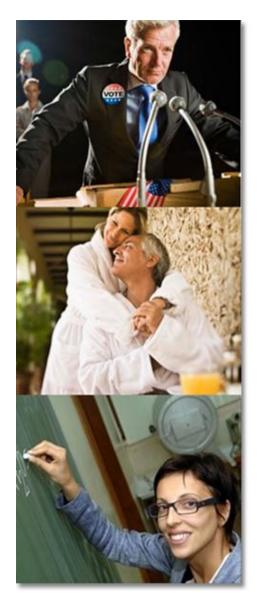


Public Television Viewers are...

Influential, Wealthy & Educated



and cable viewers to have the specified characteristics. Percent comparison to average U.S. adult Member of a local body of government PUBLIC TV History & Biography viewers 260 +160% **PUBLIC TV News & Information viewers** 244 +144% PUBLIC TV History & Biography viewers +31% **CABLE News & Information viewers** 128 +28% Non-Public Television viewers -22% Owns investment portfolio valued over \$500,000 PUBLIC TV History & Biography viewers 324 +224 **PUBLIC TV News & Information viewers** 247 PUBLIC TV History & Biography viewers 128 +147 **CABLE News & Information viewers** 149 % Non-Public Television viewers +28%

Holds doctorate degree

Graphs compare the likelihood of Public Television viewers

