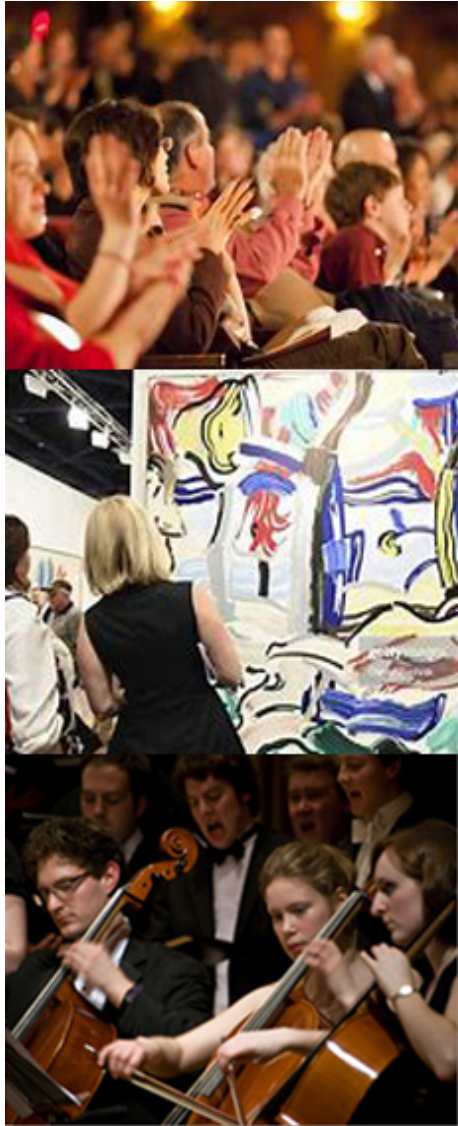


## Public Television Viewers are...

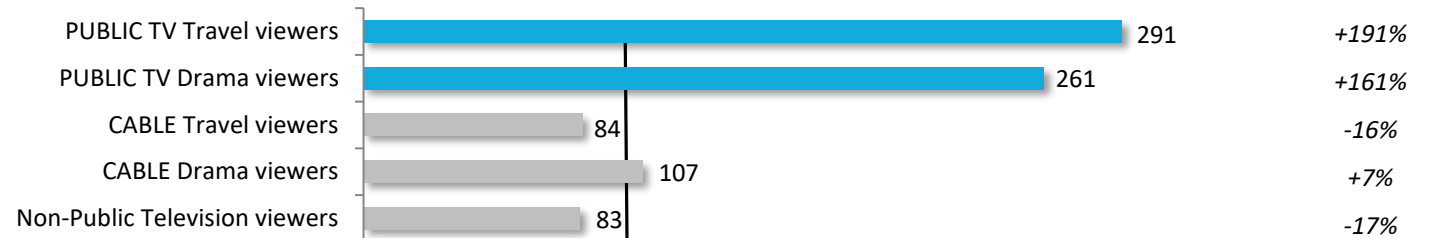
### Frequent Arts Patrons

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

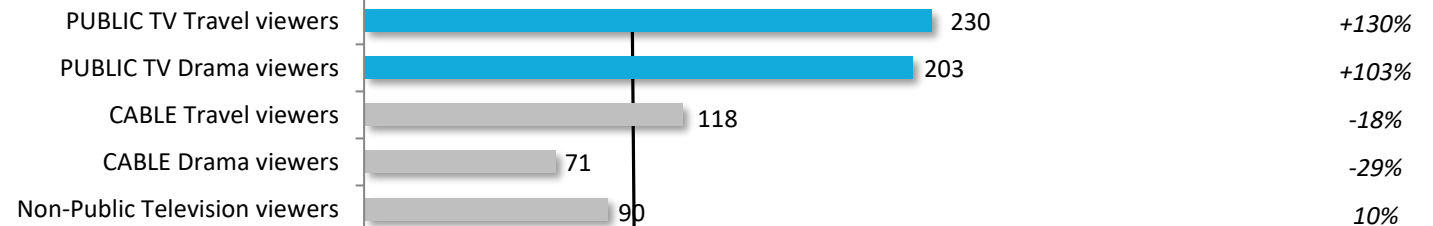
Percent more or less likely than the average U.S. adult



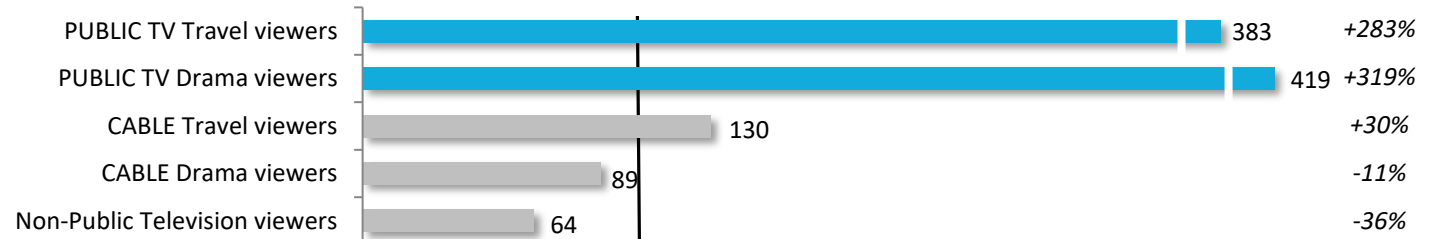
#### Attends live theater at least once per month



#### Attends a museum or art gallery/show at least once per month



#### Attends classical music or opera at least once per month



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