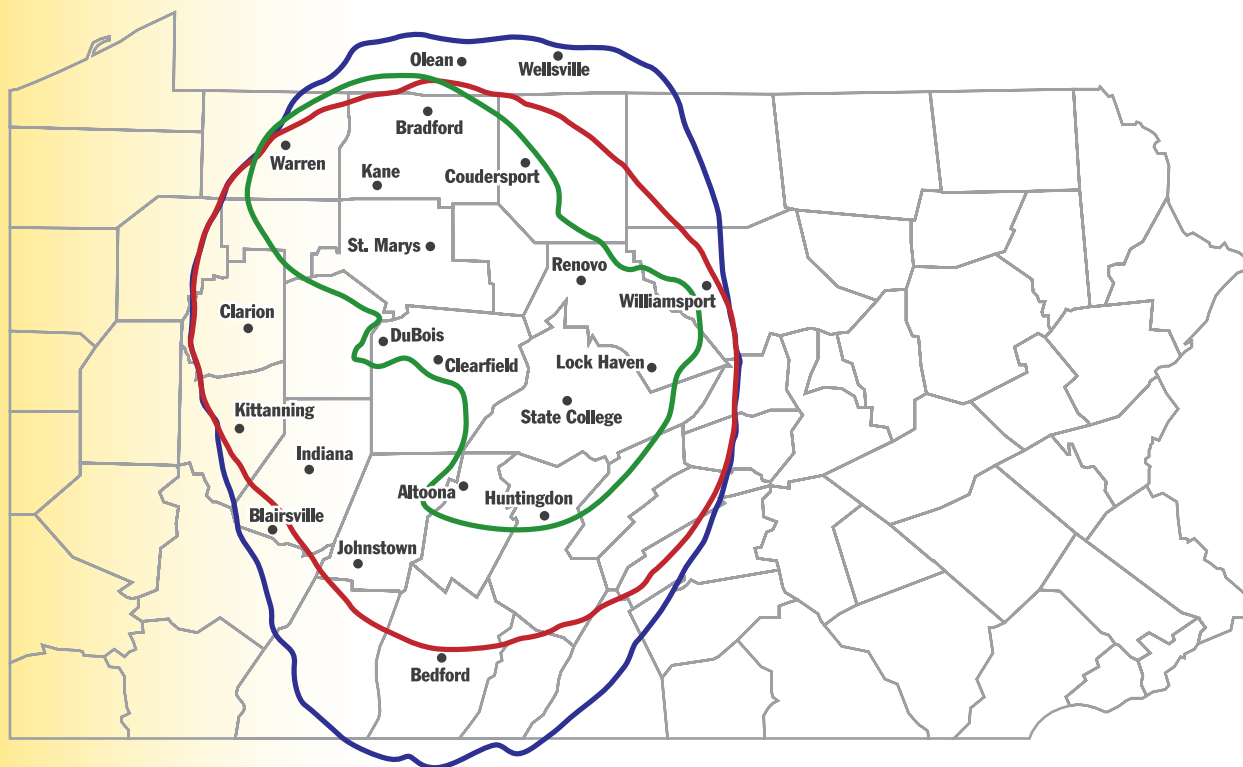


# WPSU Coverage



WPSU-TV — Cable — WPSU-FM —  
 — Transmission —

## WPSU-TV—delivering the audiences that matter

- More than 50% of PBS viewers have household incomes of \$50,000 or more.
- 79% of PBS viewers have Internet access.
- 75% of PBS viewers have major credit cards.
- 73% of PBS viewers make purchasing decisions based on quality, not price.
- 57% of PBS viewers voted in the past twelve months.
- 40% of PBS viewers intend to purchase a car in the next year.

Source: Doublebase Mediamark Research Inc. (2005)

## WPSU-FM—delivering the listeners who matter

- In the fall 2005 national ranking by the Radio Research Consortium, WPSU-FM ranked second in the country among public radio stations in audience share in its home metro market (State College).
- 78% of WPSU-FM's weekly cume listeners in the State College Metro are college graduates.
- 52% of NPR news listeners have a household income of \$50,000+.
- 72% of NPR news listeners have a household income of \$75,000+.
- 77% of NPR news listeners are involved in community affairs.
- 63% of NPR news listeners vote.

Sources: Arbitron (Spring 2006), Doublebase Mediamark Research Inc. (2005)

PENNSTATE



# WPSU

PENN STATE PUBLIC BROADCASTING

WPSU-TV WPSU-FM

Educational Services Creative Services Media Sales

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