



Celebrating more than 40 years
of public television programming

PBS VIEWER DEMOGRAPHICS

ADULT AUDIENCE

Men 51% Women 49%

AGE

18-34 19%
35-44 19%
45-54 21%
55+ 41%

HOUSEHOLD INCOME

\$60,000+ 42%

EDUCATION

College+ 28%

PROFESSION

Professional/Managerial/
Executive 24%

Source: Doublebase
Mediamark Research Inc. (2005)

**53.5% of TV households
tune to PBS during an average week**

Children's Programs (all networks)

Age: 2-5 years

1. *Bob the Builder* (weekend)

Ladies of the household with children under the age of 3 (LOH, C<3)

1. *Sesame Street* (M-F)

2. *Bob the Builder*

4. *Dragon Tales* (M-F)

5. *Barney & Friends*

9. *Caillou* (M-F)

Source: PBS, NTI Pocketpiece (February 2006)

Top programs on WPSU-TV by viewers

1. *Lawrence Welk*
2. *Antiques Roadshow*
3. *Grand Canyon:
A Naked Planet Special*
4. *This Old House Hour*

Source: Pubtv Online (May 2006)

DELIVERING

Audiences That Matter

- 79%** of PBS viewers have Internet access
- 76%** of PBS viewers own their homes
- 75%** of PBS viewers will buy a product from a company they trust, even if it is slightly more expensive
- 75%** of PBS viewers have major credit cards
- MORE THAN 70%** of PBS viewers make purchases based on quality, not price
- 57%** of PBS viewers voted in the past 12 months
- MORE THAN 50%** of PBS viewers have household incomes of \$50,000 or more
- 40%** of PBS viewers intend to purchase a car in the next year

Source: Doublebase Mediamark Research Inc. (2005)

Contact

Available spots are limited. Contact **Ashear Barr** to learn how you can enhance your company's image by partnering with WPSU.

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PENNSTATE



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