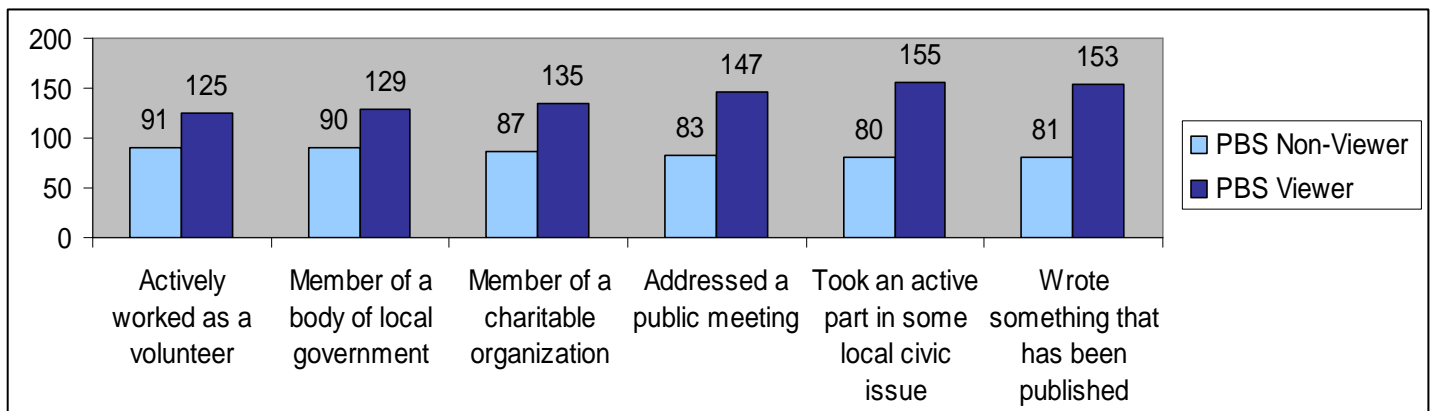




Basin PBS Viewers are Active & Engaged Citizens

Educated. Affluent. Active. These are just a few of the many unique attributes of the Basin PBS audience. Basin PBS viewers are engaged in the world around them. They vote, they are concerned about issues, and they are members of organizations or clubs.

PBS viewers are very involved in their communities. Compared to the average American, PBS viewers are more involved in public activities than PBS non-viewers:



*Index = An indicator of whether the PBS audience is more or less likely to have the characteristic indicated compared with the national US average (100).

Individuals who participate in 3 or more public activities, such as those described above, are considered “active and engaged” Americans. **Of the 55.3 million active and engaged Americans, 15.5 million are also PBS viewers.** So who are these community-involved PBS viewers? Compared to the average American, active and engaged PBS viewers are:

- 88%** more likely for the head of the household to have the job title of President
- 85%** more likely to have post-graduate education
- 61%** more likely to have a home valued at over \$500,000
- 50%** more likely to be a self-employed professional
- 47%** more likely to have an annual household income over \$150,000
- 45%** more likely to be professionals or managers
- 16%** more likely to work in state or local government

Given their affluence, level of education, and social status, active and engaged PBS viewers are often recognized as community leaders and have significant purchasing power. By supporting Basin PBS, your sponsorship message can reach this large group of active, engaged viewers.

SOURCE: MRI, 2004 Doublebase

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