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# Primetime Audience Research for Public Television

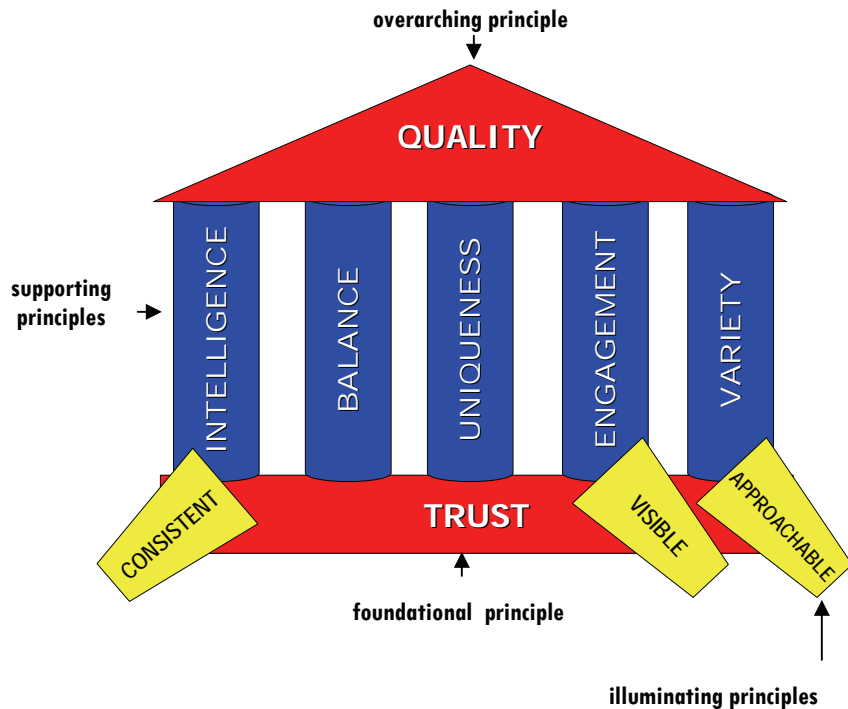
## Ten Viewer-Based Principles

2006



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## PRINCIPLES

The intention of CPB's *Consumer Insight Research* conducted in Fall 2003 was not only to lay critical groundwork for the quantitative benchmark study of Public Television (PTV) viewing conducted the following Spring; it was also to search for—even retrieve—a set of viewer-based primetime programming *Principles* that would be actionable for the spectrum of professional disciplines that make PTV possible and successful.

In other words, is there a consistent pattern of viewer beliefs, feelings, and behaviors emerging from this research, sufficiently meaningful and universal to serve as a reliable guide to inform not only primetime program and schedule development, but also the core mission, strategy and tactics of public television?

We believe that there is such a pattern, and it is presented here in order to stimulate reflection, discussion and application. There are ten *PTV Principles*, and since they are interrelated and form an integral whole, the model of a building has been used to present them.

The research on which these ten viewer *Principles* are based was conducted in Fall 2003 by City Square Associates, Inc. Focus groups and in-depth interviews in eight different locations nationwide and comprising 200 individual adult television viewers yielded the first edition of the principles in January 2004.

Subsequent quantitative research conducted by Knowledge Networks / Statistical Research Inc., validated these principles in January and February 2004. A consumer insight study conducted by City Square Associates the following Summer lent additional support to them, as did another national survey on viewer Awareness, Attitudes, and Usage conducted by KN/SRI early in 2006.

In addition to designing and implementing the qualitative portion of the research, City Square Associates developed the communication strategy for disseminating the learning. Nicholas P. Schiavone, LLC, was responsible for the broad architecture of the strategic research initiative that produced the *Principles*—together with the audience segmentation that they complement.

