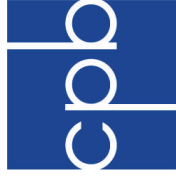


#3

## Primestime Audience Research for Public Television

### Reference Tables for Audience Segments 2006



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For more information go to:  
<http://www.cpb.org/stations/npsresearch/>  
Or call Corporation for Public Broadcasting  
202-879-9600

The tables in this booklet summarize main features of audience segments derived from a segmentation analysis of the data from an Awareness, Attitudes, and Usage (AAU) study conducted by Knowledge Networks/Statistical Research in January and February of 2006. The segments were originally generated in 2004 using latent class modeling—a statistical method which does not impose preconceived segmentation categories in advance but discovers natural groups which exist in the population. Using discriminate analysis, twenty-nine variables (i.e., respondents' answers to 29 of the 70 questions in the survey) from the 2004 study were identified as most predictive of the segment in which a person might fall. By repeating these same twenty-nine variables in the 2006 study, it became possible to replicate the segments.

The values listed in the tables (e.g., high, medium, low) do not have absolute or consistent numerical equivalents across questions. Instead they indicate the relationship of the responses to a specific question given by viewers in an individual segment to the responses given by the sample as a whole. For example, membership for Discerning & Dedicated is described as highest because this segment has the greatest percentage of PTV station members, as compared with the Laidback & Unconcerned which has the lowest proportion of members. **A table containing the numerical scale for selected items can be found on the inside of the back cover.**

The study was commissioned by the Corporation for Public Broadcasting as one part of its effort to support the development of a prime-time program strategy for public television. Research guidance was provided by Nicholas P. Schiavone, LLC, and qualitative analysis of the segmentation results was provided by City Square Associates, Inc., who also designed the communications strategy and produced the communication materials for the NPS research.



### Numerical Scales for Selected Items

ITEM	HIGHEST	MEDIUM	LOWEST	UNITS
PTV Behavior	5.7	2.4	.4	Hours per week watching PTV
PTV Affinity	86%	48%	1%	Attitude composite
PTV Membership	45%	15%	1%	Gave past 12 months to local PBS station
Desired to Watch more PTV	25%	2%	-39%	% more — % less
General TV Viewing Behavior	13.1	11.2	9.4	Hours per week overall primetime viewing
Desire to watch more TV overall	-2%	-24%	-45%	% more — % less
TV Technology	158%	120%	85%	% satellite + %digital cable + % DVD
Home PC Technology	165%	96%	31%	% PC + % broadband
Age	57.2	48.7	38.5	Average age
HH income	\$89K	\$67K	\$33K	Average HH income
Education	72%	41%	11%	College graduates
Presence of children	52%	36%	5%	Children under 18 at home