

# Community & Culture

percent of primetime adult TV viewers

	Discerning & Dedicated	Measured & Engaged	Enthusiastic & Open	Innovating & Inclined	Passive & Complacent	Distracted & Unavailable	Laid back & Unconcerned	Conventional & Uninterested
<b>Civic Engagement (past year)</b>	8%	8%	17%	13%	3%	12%	13%	28%
Written or called any elected official	Highest	Medium	Low	High	Low	Medium	Lowest	Medium
Attended a public mtng on town or school affairs	Highest	High	Medium	Highest	Lowest	High	Low	Medium
Written a letter to the editor or called radio or TV show	Highest	High	Low	Medium	Low	Medium	Lowest	Medium
<b>Political orientation</b>	SmWtLib	Neither	Neither	Liberal	Conserv	Conserv	SmWtCon	SmWtCon
<b>Arts and Sciences (past year)</b>								
Attended a live performance	Highest	Medium	Low	High	Lowest	Medium	Low	Medium
Visited an art museum	Highest	Medium	Lowest	High	Low	Medium	Lowest	Medium
Visited a science museum/zoo/aquarium	High	High	Medium	Highest	Low	High	Lowest	High
Used a public library	Highest	High	Medium	High	Low	Medium	Lowest	Medium
<b>Philanthropy (past year)</b>								
Contributed to a museum	Highest	Medium	Low	High	Low	Low	Lowest	Medium
Contributed to a public library	Highest	High	Medium	Medium	Lowest	Low	Low	Low
Contributed to an educational institution	Highest	Medium	Low	High	Low	Medium	Lowest	Medium
<b>Public Radio</b>								
Frequency of listening to NPR	Highest	High	Medium	High	Low	Lowest	Medium	Low

# Overall Profile

percent of primetime adult TV viewers

	Discerning & Dedicated	Measured & Engaged	Enthusiastic & Open	Innovating & Inclined	Passive & Complacent	Distracted & Unavailable	Laid back & Unconcerned	Conventional & Uninterested
<b>Relationship to Public Television</b>	8%	8%	17%	13%	3%	12%	13%	28%
<b>BEHAVIOR</b>	High	Highest	High	Medium	Medium	Low	Low	Lowest
<b>AFFINITY</b>	High	Highest	High	High	Medium	Medium	Lowest	Lowest
<b>MEMBERSHIP</b>	Highest	High	Low	Medium	Low	Low	Lowest	Low
<b>DESIRE TO WATCH MORE</b>	Same	More	Same	A lot more	Less	A lot less	Same	Same
<b>Relationship to Television in General</b>								
<b>BEHAVIOR</b>	Medium	Medium	High	Lowest	Highest	Low	Medium	Medium
<b>DESIRE FOR PRIMETIME OVERALL</b>	A lot less	A lot less	A little less	A lot less	Same	A lot less	A little less	A lot less
<b>HOME TV TECHNOLOGY</b>	Medium	Lowest	Medium	High	Low	High	Medium	Highest
<b>HOME COMPUTER TECHNOLOGY</b>	High	Medium	Medium	Highest	Lowest	High	Low	High
<b>Key Demos</b>								
<b>AGE</b>	Older	Average	Older	Younger	Oldest	Youngest	Average	Youngest
<b>HH INCOME</b>	High	Medium	Low	Highest	Lowest	Medium	Low	High
<b>EDUCATION</b>	High	Medium	Low	Highest	Lowest	Medium	Low	Medium
<b>CHILDREN</b>	Lowest	Medium	Medium	Highest	Low	High	Medium	High





# Genre Usage

percent of primetime adult TV viewers

## Favorite Primetime Genres

(rank order, watched "often" or "every chance I get" by 25% or more)

Discerning & Dedicated	8%	News/Anal HistDocs Crime/Lgl CntmpDocs Nature Biography Science 24Hr News Comedy Sports Movies	History News/Anal Biography Science Movies CntmpDocs Nature Comedy Crime/Lgl Sports	News/Anal Crime/Legal Movies Comedy 24Hr News Nature History Drama Science Sports Biography Perform Reality	News/Anal News/Anal Science HistDocs Crime/Lgl 24Hr News Movies Sports Nature Comedy CntmpDocs	News/Anal Crime/Lgl Movies Sports Drama HistDocs Nature	Crime/Lgl Comedy Movies Sports News/Anal 24Hr News	News/Anal Comedy Sports News/Anal Movies Drama	Laid back & Unconcerned	13%
Measured & Engaged	8%									
Enthusiastic & Open	17%									
Innovating & Inclined	13%									
Passive & Complacent	3%									
Distracted & Unavailable	12%									
Conventional & Uninterested	28%									

# Genre Appetite

percent of primetime adult TV viewers

## Appetite for More on Public Television

Biographies about contemporary or historical figures

Documentaries about historical events or places

Documentaries about contemporary issues or social trends

Drama programs other than crime or legal dramas

Nature programs

Dance, music, or stage performances

Science programs

News, analysis, or investigative reporting

Discerning & Dedicated	8%	Highest High Highest Medium Medium Highest High Lowest	High Highest Medium Medium Highest High Medium High	Medium High Medium Highest High Medium Medium High	High Highest Medium Lowest High Medium High Highest	Lowest Lowest Lowest Low Medium Lowest Lowest Medium	Medium Medium Low Low Medium Low Medium Medium	Low Low Medium Medium Low Medium Lowest Low	Laid back & Unconcerned	13%
Measured & Engaged	8%									
Enthusiastic & Open	17%									
Innovating & Inclined	13%									
Passive & Complacent	3%									
Distracted & Unavailable	12%									
Conventional & Uninterested	28%									