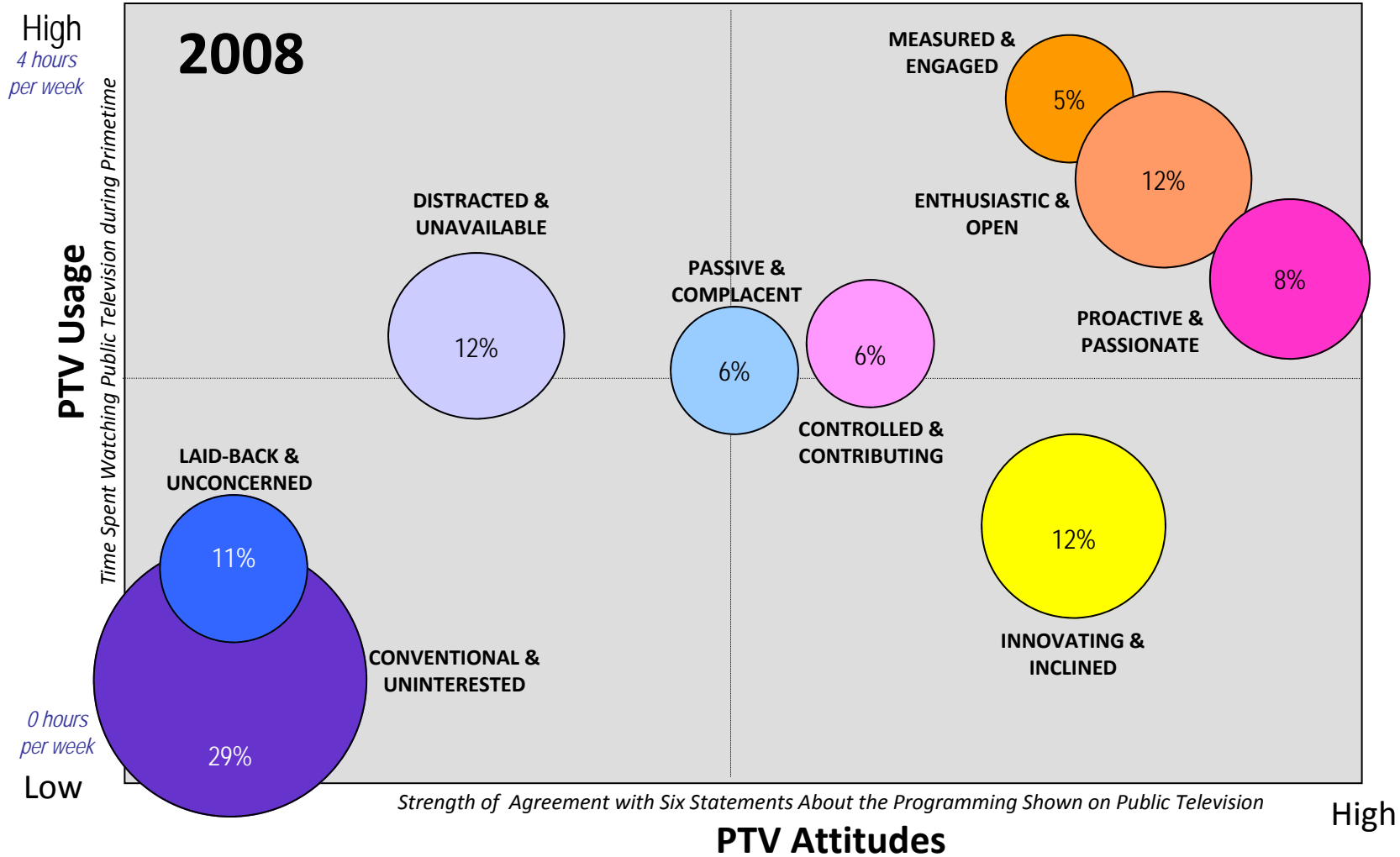


This matrix illustrates the size and approximate location of the audience segments relative to each other and relative to their public television primetime viewing and attitudes. The chart is based on data gathered in the 2008 Awareness, Attitudes, and Usage [AAU] Study. The segments were generated using latent class modeling—a statistical method which does not impose preconceived segmentation categories in advance but discovers natural groups which exist in the population. The study was commissioned by the Corporation for Public Broadcasting and conducted by Knowledge Networks/Statistical Research in January and February of 2008. Total sample size = 1,372 randomly selected adults 18+. Supplementary analytic services, process facilitation, and communication strategy were supplied by City Square Associates under the auspices of the Public Broadcasting Service.

Primestime Audience Segmentation for Public Television



- PBS provides programs that appeal to a wide range of interests.
- Watching PBS programs makes me feel better about myself.
- The variety of PBS programs is personally appealing to me.
- Compared with programs on other types of stations, I really pay attention to PBS programs.
- PBS programs allow me to see the topics they cover from many different points of view.
- Public Television shows the types of programs that I can't find anywhere else.

