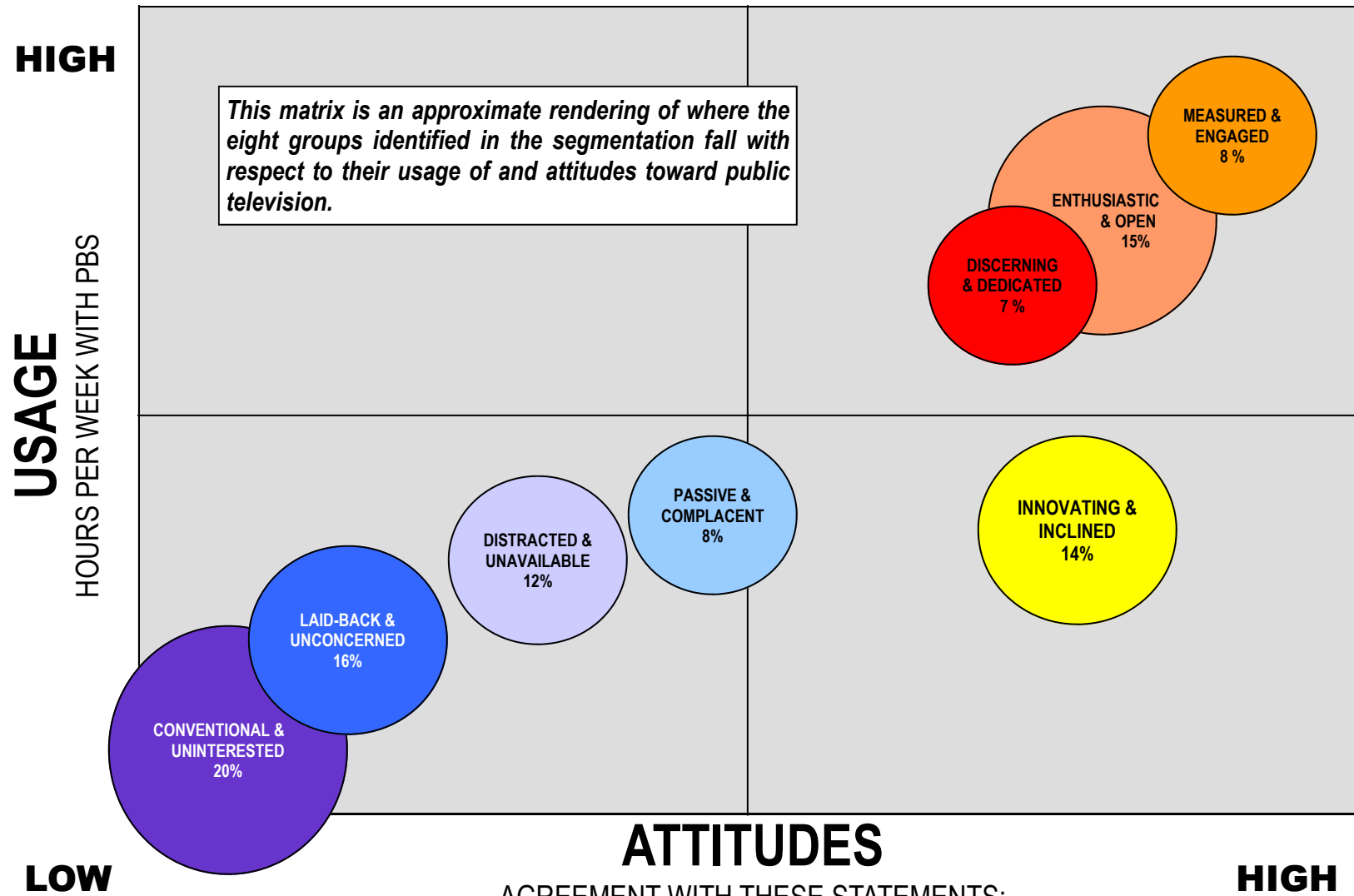


Primetime Audience Segmentation for Public Television

September 2004

The Matrix

This chart is based on a segmentation performed on the data from an Awareness, Attitudes, and Usage (AAU) study conducted in January and February of 2004. The AAU was fielded by Knowledge Networks / Statistical Research and consisted of telephone interviews with 1,481 adults 18+. 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. Fifty-one variables (i.e., respondents' answers to 51 of the 75 questions in the survey) were used to generate the segments.



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