

## DISCERNING & DEDICATED

(8% OF ADULTS 18+)

**Relationship with Public Television.** *Discerning & Dedicated* are one of two groups with extremely strong ties, both attitudinally and behaviorally, to public television. They express the most favorable opinions about the public television station they watch most often, and are most likely to believe in PBS' uniqueness as a programming service. *Discerning & Dedicated* are well above average in time spent viewing public television during primetime and most likely to back their commitment financially, having a higher proportion of members than any other segment. 45% are self-reported members (as compared with the segment having the next highest proportion of members, *Measured & Engaged* at 24%).

*Discerning & Dedicated* are content with the amount of time they spend watching primetime PBS programs, and the proportion of those who watched four or more PBS programs in the past month\* has grown slightly since 2004. However, in the more recent survey, they expressed a slightly weaker desire to watch *more* PBS primetime programming in the future. The PBS programs watched most often in the past month by members of this segment include *Nature*, *NewsHour*, *Antiques Road Show*, and *NOVA*. Their favorite PTV programs† include *NOVA*, *Antiques Road Show*, and *Masterpiece Theatre*. Among the segments, they are most likely to want additional biography programming, contemporary documentaries, and programs featuring dance, music, or stage performances.

*Discerning & Dedicated* are comfortable with PTV's primetime schedule, though even in this heavy-viewing group there are a third who report occasional difficulty locating the PBS programs they want to watch. They continue to rely on newspaper listings to locate PBS programs, but are also more likely than viewers in any other segment to have their PBS station as part of a limited group of channels they check first

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\*Except where otherwise noted, all references to past month viewing combine aided and unaided mentions.

†All references to PTV favorites based on unaided recall.

when looking for something to watch. Though they are most likely among the segments to use a member guide, fewer than one in ten are relying primarily on the guides to find out when their favorite programs are on.

**Disposition Toward Television in General.** Primetime TV is a prominent activity for viewers in this segment; they watch about 11 hours per week. Relative to the other segments, they spend above-average time with PBS, average time with cable, and below-average time with broadcast. Since 2004, there have been some shifts in the networks they watch most often. Within the broadcast arena, they are spending more time with Fox and NBC and less time with CBS. Within the cable arena, they are spending more time with Discovery and Fox News Channel, less time with CNN, and about the same amount of time with A&E and The History Channel. They favor cable programming services over the broadcast networks.

*Discerning & Dedicated* demonstrate a “lean-forward” approach to primetime television, as their viewing is often driven by news and information (but not to the exclusion of relaxation and entertainment). Reading and the Internet remain primary competitors to TV in the evening among *Discerning & Dedicated*. Their favorite primetime programs are dramas and include *West Wing*, *Law & Order*, *CSI*, and *NOVA*. In fact, crime or legal drama is the third most frequently watched genre in primetime for them, just behind news/analysis/investigative reporting and historical documentaries.

**Demographics and Other Characteristics.** *Discerning & Dedicated* are affluent, well educated, highly civic-minded, interested in the arts and sciences and somewhat liberal. They tend to be older, have no children living in their homes—which helps to explain why they are below average in viewing of PBS Kids. They also are the most philanthropic of the eight segments, highest in contributing to public libraries, museums, and educational institutions. And, among the eight audience segments, they report the highest levels of NPR listening. Technology in *Discerning & Dedicated* homes has increased since 2004, primarily in the form of additional DVD players, DVRs, and broadband connections.

Viewers in this segment were among the most likely to record primetime programs using a DVR. This is consistent with the 2004 finding that they had the highest level of recording when unable to watch live and were more likely than most to watch four or more broadcasts of favorite programs in a typical four-week period.

Along with *Laid-Back & Unconcerned*, *Conventional & Uninterested* demonstrate the greatest knowledge of the schedule for the programs in which they have an interest. When not relying on their own knowledge of the schedule to locate primetime programs, *Conventional & Uninterested* tend to flip through a limited group of channels or turn to their IPGs. For this segment, the Internet provides the greatest competition for TV, followed closely by reading.

**Demographics and Other Characteristics.** *Conventional & Uninterested* are relatively high in income and average in terms of education, civic engagement, and philanthropy. They mirror *Distracted & Unavailable* in their technology profile: high on both TV and home computer technology. They also mirror the *Distracted & Unavailable* in their high science participation and medium arts participation. They are among the most likely to have children at home. They tend to think of themselves as conservative. They listen to NPR, although not as regularly as the segments more involved with PBS.

## CONVENTIONAL & UNINTERESTED

(28% OF ADULTS 18+)

**Relationship with Public Television.** From 2004 to 2006, the size of the *Conventional & Uninterested* segment grew from 20 percent to 28 percent. Like *Laid-Back & Unconcerned*, viewers in this segment continue to show little involvement with PBS, both attitudinally and behaviorally. They report low levels of membership (4%) and very little viewing (less than 30 minutes per week). Among the few that *do* watch, the desire to decrease PBS viewing time is four times greater than the desire to increase their viewing time.

Despite almost no past-month viewing of primetime PBS programs, *Conventional & Uninterested* have some familiarity (on an aided basis) with a handful of primetime PBS titles on, most notably *Antiques Road Show*, *Masterpiece Theatre*, *NOVA*, and *NewsHour*. Nonetheless, virtually none of them are able to name a PTV favorite on an unaided basis, and they possess very little knowledge of the primetime PBS program schedule.

**Disposition Toward Television in General.** *Conventional & Uninterested* continue to demonstrate average use of primetime television, generally splitting their viewing between broadcast networks (six to seven hours per week and favoring Fox) and cable networks (six to seven hours per week and favoring ESPN, Discovery, HBO, TNT, and the Fox News Channel). Attitudinally, *Conventional & Uninterested* are about equally positive about broadcast and cable.

Viewers in this segment most often turn to primetime to make them laugh, but also look for engaging stories. Therefore, it is not surprising that they are most often in the primetime television audience for crime and legal dramas and sitcoms. Their favorite primetime program list reads like a typical Nielsen top-10 list. It includes *CSI*, *American Idol*, *24*, *Law & Order: SVU*, and *Lost*.

## MEASURED & ENGAGED

(8% OF ADULTS 18+)

**Relationship with Public Television.** *Measured & Engaged* are the second of two groups with extremely strong ties, both attitudinally and behaviorally, with public television. As in 2004, they report viewing more public television than anyone else, ahead of *Discerning & Dedicated* at nearly six hours per week. They appreciate the variety and uniqueness of programming on PBS, and are more likely than most other viewers to say that (compared with other programs on other networks) they really pay attention to PBS programs, and that watching PBS programs makes them feel better about themselves. Although *Measured & Engaged* are about half as likely as *Discerning & Dedicated* to be public television members, the proportion of them indicating financial support doubled between 2004 and 2006 (from 12 to 24 percent).

*NOVA*, *Antiques Road Show*, and *Nature* are the favorite and most frequently viewed PBS programs among the *Measured & Engaged*. They have an above-average interest in watching more PBS, especially science and nature programs. As a group, they are watching a little more PBS than two years ago, and roughly one-quarter of *Measured & Engaged* households watch PBS children's programs. They find their PBS programs by flipping channels—not surprising given that most viewers in this group receive their television signals over-the-air. They report relatively little difficulty navigating PTV's schedule, with fewer than a third reporting occasional trouble finding PBS shows as a consequence of an irregular program schedule.

**Disposition Toward Television in General.** In 2004, *Measured & Engaged* were less likely than *Discerning & Dedicated* to watch primetime television, but in 2006, *Measured & Engaged* reported primetime television viewing on par with *Discerning & Dedicated* (approximately 11 hours per week). Among the segments, *Measured & Engaged* continue to spend the most time with PBS, and also are frequent users of the broadcast networks (splitting their time among CBS, Fox, and NBC). Cable is a not an option for

many in this group, residing as most of them do in broadcast-only households.

*Measured & Engaged* viewers exhibit a “lean-forward” approach to primetime television, tending to gravitate toward news, analysis, and investigative reporting. They tend to find programs primarily by flipping channels. *Measured & Engaged* remain committed to science, history, news analysis, biography, nature, and comedy programs. Their favorite primetime programs include *NOVA*, *CSI*, *Lost*, and *American Idol*. Given this wide range of program types, it is not surprising to find *Measured & Engaged* citing a wide range of reasons for watching – to learn something new, to laugh, and to find an engaging story. In *Measured & Engaged* homes, TV continues to compete with reading during primetime.

**Demographics and Other Characteristics.** Compared with *Discerning & Dedicated*, *Measured & Engaged* are younger and more likely to have children in their homes. But relative to all primetime viewers they are average with respect to age, education, income, and the presence of children in their household. Although the preponderance of them live in broadcast only households, the percentage has dropped from about 90% in 2004 to 77% in 2006. It is noteworthy that, in spite of the increased penetration of cable in these households, viewing of public television and the size of the segment itself have not diminished. They demonstrate average to above-average civic participation, have an interest in the arts and sciences, and generally see themselves as neither liberal nor conservative. They listen extensively to NPR, though not with the same self-reported frequency as *Discerning & Dedicated*. And, they are above-average users of and contributors to public libraries.

*Unconcerned* continue to be relatively light users of cable (about four hours per week). Their most popular cable channels include CNN and the Fox News Channel. They exhibit both a “sit-back” and “lean-forward” approach to primetime television and, in 2004, were more likely than most segments to know the programs they were going to watch during primetime. In terms of genre, *Laid-Back & Unconcerned* prefer news, analysis, investigative reporting as well as sitcoms. Their favorite programs are *CSI* and *CSI: Miami*. They remain above-average channel surfers and are currently using IPGs at an above-average rate. The top-three activities that compete with TV in the evening include reading books, chores, and going online.

**Demographics and Other Characteristics.** The demographic profile of *Laid-Back & Unconcerned* is little changed from 2006. Viewers in this segment are average on age, low on income, and low on education. They are slightly below average on the presence of resident children, which represents a decline from 2004.

Like *Passive & Complacent*, *Laid-Back & Unconcerned* are low on the computer technology scale. They have, however, made some gains on the TV technology scale, primarily through the acquisition of cable-plus reception, DVD players, and DVRs.

They demonstrate little in the way of civic engagement, are low in arts and science participation, and are the lowest in self-reported philanthropy. They tend to describe themselves as somewhat conservative. Close to one in three *Laid-Back & Unconcerned* members reported listening to NPR at least once a week; 15 percent listen every day—which is moderate relative to the other segments.

## LAIID-BACK & UNCONCERNED

(13% OF ADULTS 18+)

**Relationship with Public Television.** *Laid-Back & Unconcerned* is another of the three segments that recorded a meaningful change in size from 2004 to 2006 (16% to 13%), though the decrease was not as substantial as that recorded by *Passive & Complacent*. *Laid-Back & Unconcerned* is one of two segments both attitudinally and behaviorally unconnected to PBS. Their attitudinal connection with PBS is classified as “lowest” (a classification they continue to share with the *Conventional & Uninterested*), and they remain close to the bottom in terms of PBS viewing (about one hour per week). Not surprisingly, they have the lowest proportion of self-reported PBS station members (1%).

Among the few that do watch PBS programs, most would prefer to spend even less time doing so. Those that do watch typically come across PBS programs by happenstance (i.e. channel surfing) and are generally not familiar with the PBS schedule. When asked about their favorite PBS programs, just a single *Laid-Back & Unconcerned* viewer identified a program: *Lawrence Welk*.

As for additional PTV programming that might attract primetime viewing, the number one request was for news, analysis, or investigative reporting. In fact, among the eight program types evaluated, this was the only genre for which the percentage of viewers in this segment expressing an appetite for more of this on PBS was greater than the percentage saying they wanted less.

In 2004, *Laid-Back & Unconcerned* recorded the lowest proportion of household viewing of children’s programs; in 2006, they are about average with just over one-quarter tuning to PBS children’s programming.

**Disposition Toward Television in General.** *Laid-Back & Unconcerned* continue to demonstrate average use of primetime television, most often tuning to broadcast channels (about six hours per week) with Fox and CBS as their top picks. Compared with the other segments, *Laid-Back &*

## ENTHUSIASTIC & OPEN

(17% OF ADULTS 18+)

**Relationship with Public Television.** *Enthusiastic & Open* demonstrate strong attitudinal and behavioral connections with public television, although there are indications in the 2006 data that the behavioral connection has weakened somewhat over the past two years.

Among all segments, *Enthusiastic & Open* are most likely to agree strongly that the variety of PBS programs is personally appealing and that PBS programs expose them to many different points of view. Additionally, *Enthusiastic & Open* are among those more likely to strongly agree that PBS programs are unique, attention-grabbing, appeal to a wide range of interests, make one feel better about him/herself, and that they have changed one’s life or way of looking at the world. It is not surprising, then, that they spend an above-average amount of time viewing PBS during primetime (about four hours per week), and their viewing over the last two years has remained relatively constant.

However, the proportions of this segment familiar with seven or more of the twelve primetime PBS programs mentioned in the survey, watching four or more PTV primetime programs in the past month (unaided or aided recall), and with household members watching PBS children’s programs have all declined significantly since 2004. Moreover, the proportion of *Enthusiastic & Open* reporting a past-year financial contribution to a public television station dropped slightly from 2004 to 2006 (10% to 6%), moving this segment from the middle to the lower end of the membership scale.

*Nature* and *Antiques Road Show* remain this segment’s most-watched PBS shows, and both programs continue to surface as favorites. More than one-third of *Enthusiastic & Open* would like to be spending more time watching PBS, but an almost equal proportion would like to be spending less time. As a group, they would like to see more nature programs, historical documentaries, and science programs. *Enthusiastic & Open* locate primetime PBS programs most often by flipping channels. Although they are the least likely of the PTV-

inclined segments to include a public television station as part of a small group of channels that they typically check first, they appear to be the most comfortable with the PTV's primetime schedule, with less than a quarter indicating even occasional difficulty finding the PBS shows they want to watch.

**Disposition Toward Television in General.** *Enthusiastic & Open* continue to spend a lot of time with primetime television, the most among the four strategically important segments. They favor broadcast (Fox and ABC) and cable (Discovery and CNN) over PBS. In fact, among the eight segments, they spend the most time with cable networks and the second most time with broadcast networks, and generally think highly of both. In short, they love television.

*Enthusiastic & Open* are TV generalists, watching a wider variety of television genres than just about anyone else: news, analysis, and investigative reporting, crime and legal dramas, movies, comedies, historical documentaries, nature and science programs, 24-hour cable news networks, and sports programs. Their favorite primetime programs include four crime/legal dramas: *CSI*, *Law & Order*, *CSI: Miami*, and *Law & Order: SVU*.

**Demographics and Other Characteristics.** The demographic profile of this segment is little changed from 2004. *Enthusiastic & Open* are older than average (mean age around 50) and average on resident children. On a socio-economic scale, they tend to be lower in both education and income. They are average on TV technology, computer technology and science participation; low civic and arts participation, and low in philanthropy (i.e., past-year contributions to museums and educational institutions). *Enthusiastic & Open* generally see themselves as somewhat conservative, but not quite so much as in 2004.

their viewing behavior; highest for broadcast, average for cable, and lowest for public television.

For *Distracted & Unavailable*, TV competes with the Internet during primetime, but not quite as often as for *Innovating & Inclined* or *Discerning & Dedicated*. Reading is also a frequent primetime activity for *Distracted & Unavailable*. Like *Innovating & Inclined*, viewers in this group continue to lead busy lives involving children. When they do watch television, they generally have a “sit-back” approach to primetime TV; among all segments, *Distracted & Unavailable* are least likely to watch primetime television to learn something new. The most popular genres (watched “every chance I get” or “often” by at least one-quarter of the segment) include crime or legal dramas, sitcoms, movies, sports, 24-hour cable news channels, as well as news, analysis, investigative reporting. Their favorite primetime programs include: *CSI*, *Desperate Housewives*, *Lost*, *American Idol*, *CSI: Miami*, and *24*. They rely most often on channel flipping and IPGs for locating programs.

**Demographics and Other Characteristics.** The 2006 demographic profile of *Distracted & Unavailable* is similar to that recorded in 2004. They are among the youngest primetime television viewers, and frequently have resident children. In fact, among the eight segments, *Distracted & Unavailable* are highest in resident children both five and under and 6 to 11.

On the socio-economic scale, they remain in the middle—average in income and education. They continue to be high on TV and computer technology and on science participation. They are average on arts participation and civic engagement—except for attendance at a public meeting on town or school affairs. In 2006, *Distracted & Unavailable* were the most conservative among the eight segments, a shift from somewhat conservative in 2004. As a group, they also are least likely to listen to NPR.

## DISTRACTED & UNAVAILABLE

(12% OF ADULTS 18+)

**Relationship with Public Television.** *Distracted & Unavailable* continue to express average attitudinal involvement with PBS and low behavioral involvement. Their favorite and most frequently viewed PBS program remains *Antiques Road Show*. In 2004, *NOVA* and *Nature* were identified as favorites, but to a lesser degree than *Antiques Road Show*. In 2006, the only other PTV program mentioned by more than five percent of *Distracted & Unavailable* as a favorite was *NewsHour*, which also ranks second in past-month viewing.

Consistent with 2004, *Distracted & Unavailable* would prefer to spend a lot less time with PBS programs primarily due to the belief that programs on other channels are better and that their busy lives leave little time for TV. They are, however, watching about the same amount of primetime PBS as they did in 2004 (just under two hours per week). *Distracted & Unavailable* continue to experience difficulty locating the PBS programs they want to watch, and nearly half locate the PBS programs they do watch by flipping channels. One in five uses an IPG to locate PBS programs.

They remain high on household viewing of PBS children's programs and low on PTV membership (4% on a self-reported basis). While *Distracted & Unavailable's* interest in expanding the footprint on PBS of the eight genres measured ranges from average to low relative to the other audience segments, as a group they are most interested in additional nature and science programming.

**Disposition Toward Television in General.** *Distracted & Unavailable* continue to be light primetime TV viewers who turn more often to broadcast stations (close to seven hours per week with an emphasis on Fox) than to either PBS or cable. When they do watch cable (just under six hours per week), they are most likely to turn to HBO and Discovery, a pattern also noted in 2004. Their attitudes about the three types of programming – broadcast, cable, and public television – mirror

## INNOVATING & INCLINED

(13% OF ADULTS 18+)

**Relationship with Public Television.** *Innovating & Inclined* show stronger attitudinal than behavioral involvement with PBS. Although they are similar to *Discerning & Dedicated* and *Measured & Engaged* in their level of agreement with various statements designed to measure affinity with public television, they spend less time watching PBS programs than either of these more connected segments. As a group, they are watching about the same amount of primetime PBS as they did two years ago (two and a half hours per week) and have about the same proportion of members (15% on a self-reported basis).

Still, among primetime viewers, they continue to display the largest appetite for more primetime PBS, and the proportion of this group who watched four or more PBS programs in the past month grew slightly. Their desire to watch more is primarily driven by the perception that PBS programs are more interesting and/or appealing than programs elsewhere, and *Innovating & Inclined* are most likely to agree that PBS programs have changed their lives or their way of looking at the world.

*Innovating & Inclined* would like to see more science and nature programs and historical documentaries. Their most-watched PBS programs in the past month include *Frontline*, *Antiques Road Show*, *NOVA* and *Nature* —the first three of which were also identified as favorites. They are relatively comfortable with the PTV primetime schedule, with approximately a third indicating occasional difficulty locating the programs they want to watch. Among all segments, they are most apt to use an IPG to locate primetime PBS programs and they are most apt to record a PBS program using a DVR. *Innovating & Inclined* remain average on PTV membership and above-average on HH viewing of PBS children's programs.

**Disposition Toward Television in General.** Like *Measured & Engaged*, *Innovating & Inclined* tend to be lighter primetime TV viewers than *Discerning & Dedicated*. Unlike *Measured & Engaged*, they spend more time with cable than with PBS. In fact, among the eight segments, *Innovating & Inclined* continue to express the most positive attitudes about their favorite cable channel (often Discovery or HBO). When watching broadcast channels, most of their time is spent with NBC.

*Innovating & Inclined* continue to stand out for their technology-rich homes. This may help to explain why they rely on their IPG's to find programs more than just about anyone else. During primetime, TV competes with the Internet and reading. *Innovating & Inclined's* favorite primetime programs include *CSI*, *Law & Order*, *Grey's Anatomy*, and *American Idol*. *Innovating & Inclined's* approach to television as a whole is a mix of both "lean-forward" and "sit-back." Their most frequently watched genres include science and sports.

**Demographics and Other Characteristics.** *Innovating & Inclined* are relatively young (mean age of 41) and among the most likely to have children in their households. They are the most affluent of all segments and well educated. They are active participants in the arts and science, slightly favoring science, and demonstrate high civic engagement. After *Discerning & Dedicated*, they show highest overall levels of philanthropy among all primetime viewers. *Innovating & Inclined* generally see themselves as neither liberal nor conservative. They are heavy users of NPR, though not quite so much as *Discerning & Dedicated* and *Measured & Engaged*.

**Disposition toward Television in General.** *Passive & Complacent* continue to be among the heaviest users of primetime television. In 2004, they favored cable somewhat over broadcast, both behaviorally and attitudinally; in 2006, they favored broadcast somewhat over cable (both behaviorally and attitudinally). *Passive & Complacent* spend close to eight hours per week with broadcast networks (favoring CBS), and about six hours per week with cable networks (favoring A&E, Lifetime, CNN, and The History Channel).

*Passive & Complacent* most often tune to news/analysis/investigative reporting, crime and/or legal dramas, movies, and sports in the evening. As for specific programs, they favor *Law & Order*, *Law & Order: SVU*, *Law & Order: CI*, and *CSI: Miami*. Relative to the other segments, they are among the most likely to watch primetime television to see a touching story and to keep up with programs that their friends and colleagues are talking about. Their primary reason for watching TV overall is to laugh.

They find programs by surfing first among a limited group of channels and then by exploring a wider range of channels. For this segment, TV continues to compete primarily with reading during primetime, followed by chores and cooking/eating dinner.

**Demographics and Other Characteristics.** *Passive & Complacent* continue to be the oldest viewers, retired, lowest in income and education. They tend not to have children residing in their homes (though they have modest connections to PBS children's programs, perhaps because of the presence of grandchildren).

They are civically uninvolved, the second lowest in self-reported philanthropy, and the lowest of all segments in arts and science participation. They describe themselves as somewhat conservative. *Passive & Complacent* are towards the bottom of the technology spectrum: low on both TV technology and home computer technology. As a group, they also are below average in NPR listening.

## PASSIVE & COMPLACENT

(3% OF ADULTS 18+)

**Relationship with Public Television.** *Passive & Complacent* is one of three segments which recorded a significant change in size from 2004 to 2006 (from 8% of primetime viewing adults to 3%). In 2004, *Passive & Complacent* exhibited stronger behavioral connections than attitudinal connections to PBS, but in the current survey their behavioral ties have weakened. *Passive & Complacent* continue to be light-to-moderate viewers of primetime PBS (about three hours per week). But their past-month program viewing levels are lower than previously recorded, and there was significant drop in the proportion of *Passive & Complacent* who watched four or more different primetime PBS programs in the past month. And only three of twelve PBS programs measured on an aided basis were viewed by at least one-quarter of *Passive & Complacent* in the past month: *Nature*, *Mystery!* and *Antiques Road Show*. They are low in public television membership, with 7% identifying themselves as current members.

On balance, most viewers in this segment are content with the amount of time they spend watching primetime PBS programs. For the minority who are not content, the scales tip in favor of wanting *less* time with PBS, primarily due to the belief that there are better programs on other channels. Like the other light viewers of PBS programs, *Passive & Complacent* are not too familiar with the PBS schedule and generally locate the PBS programs they do watch by flipping channels or consulting printed listings. No one in this segment has a public television station as part of a select group of channels they check first.

Like *Distracted & Unavailable*, there is little interest among the *Passive & Complacent* in expanding the footprint on PBS of any of the eight genres measure. As a group they are most interested in additional nature and science programming. (*Nature* is the most popular PTV show in this segment, identified as a favorite by seven percent.)

## The Matrix

The audience segments described in this booklet are derived from a segmentation performed on the data from an Awareness, Attitudes, and Usage (AAU) study first conducted in January and February of 2004 and then recreated using data from a tracking study fielded in the same months of 2006.

The chart displayed in the centerfold is a graphical representation of the "location" of the eight audience segments relative to the variables which were most predictive of where an adult primetime viewer would fall.

The vertical axis of the graph represents hours spent watching primetime public television on a weekly basis. Averages ranged from a low of less than half an hour per week to a high of nearly four and half hours per week.

The horizontal axis of the graph represents viewers' attitudinal disposition toward public television as measured by their degree of agreement with the following statements:

- *Public Television shows the types of programs that I can't find anywhere else.*
- *The variety 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.*

The colors of each bubble—running from cold to hot—represent the strength of their relationship to public television. The size of each bubble represents the relative size of the segments.

The size and approximate location of each segment relative to these axes and each other in 2006 is indicated by the foreground bubbles in opaque color. The size and location of each segment in 2004 is indicated by the background bubbles in transparent color.

# Primetime Audience Segmentation for Public Television

