



Across programs and platforms, PBS engages an audience of Influential Explorers.

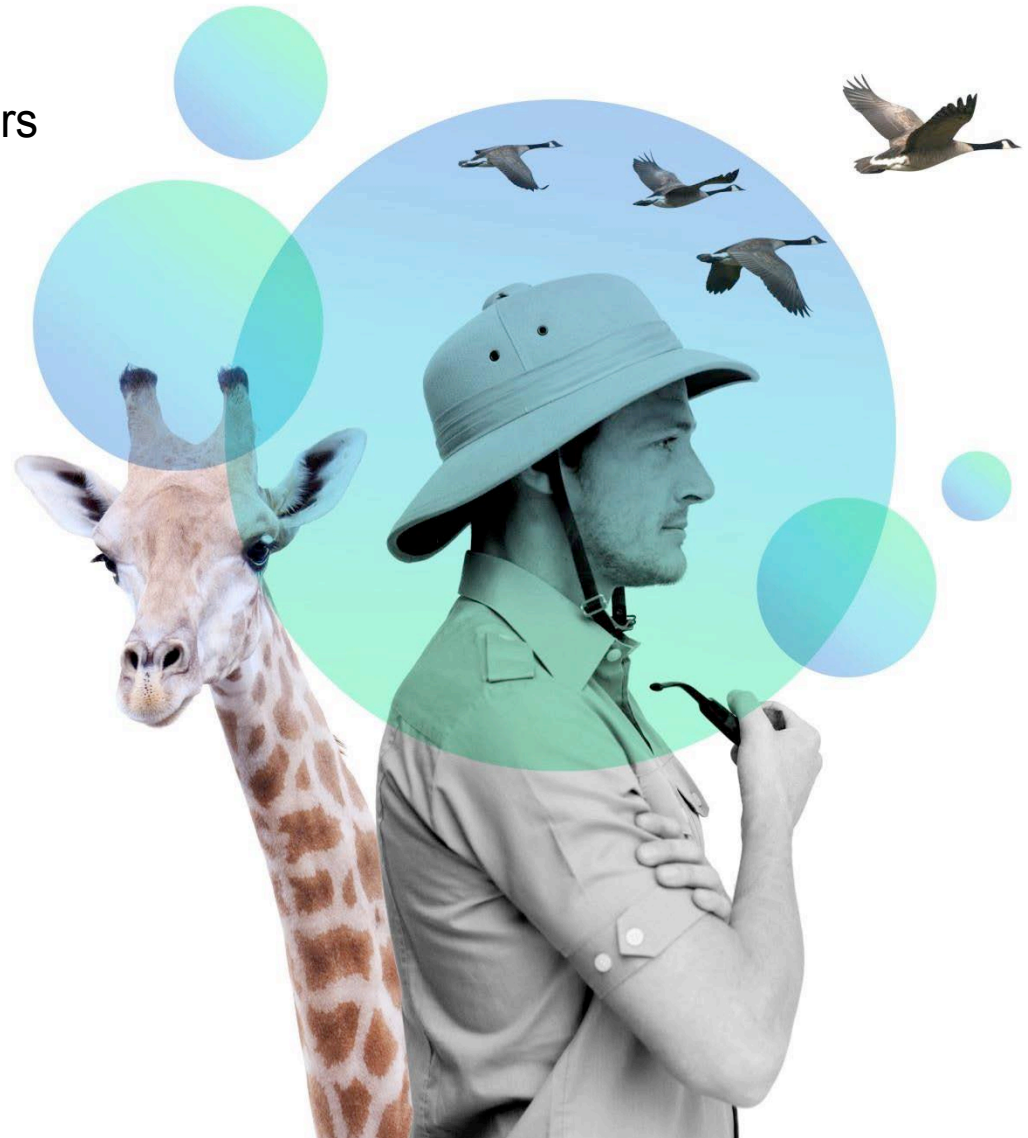




The Explorer

Active Lifestyles, Inquisitive Adventurers

- 105% more likely to travel internationally for vacation in the past two years
- 67% more likely to plan vacations to cultural/historical sites
- 93% more likely to hold a post-graduate degree
- 51% more likely to participate in hiking or backpacking as a hobby
- 91% more likely to spend heavily on book purchases



The Power Mom

Household Decision Makers

- 186% more likely to have children age 2-5 in the household
- 72% more likely to have been expecting their first child in the last 12 months
- 76% more likely to search for family/parenting information online in the past month
- 66% more likely to have participated in an online forum or message board in the last month
- 34% more likely to provide frequent advice on family and parenting





The Cultural Connoisseur

Engaged with Arts & Culture

- 37% more likely to attend museums / art galleries
- 30% more likely to enjoy gourmet cooking
- 54% more likely to attend live theater performances
- 20% more likely to entertain informally at home
- 85% more likely to spend heavily on gourmet food



The Civic Leader

Influential in Their Communities

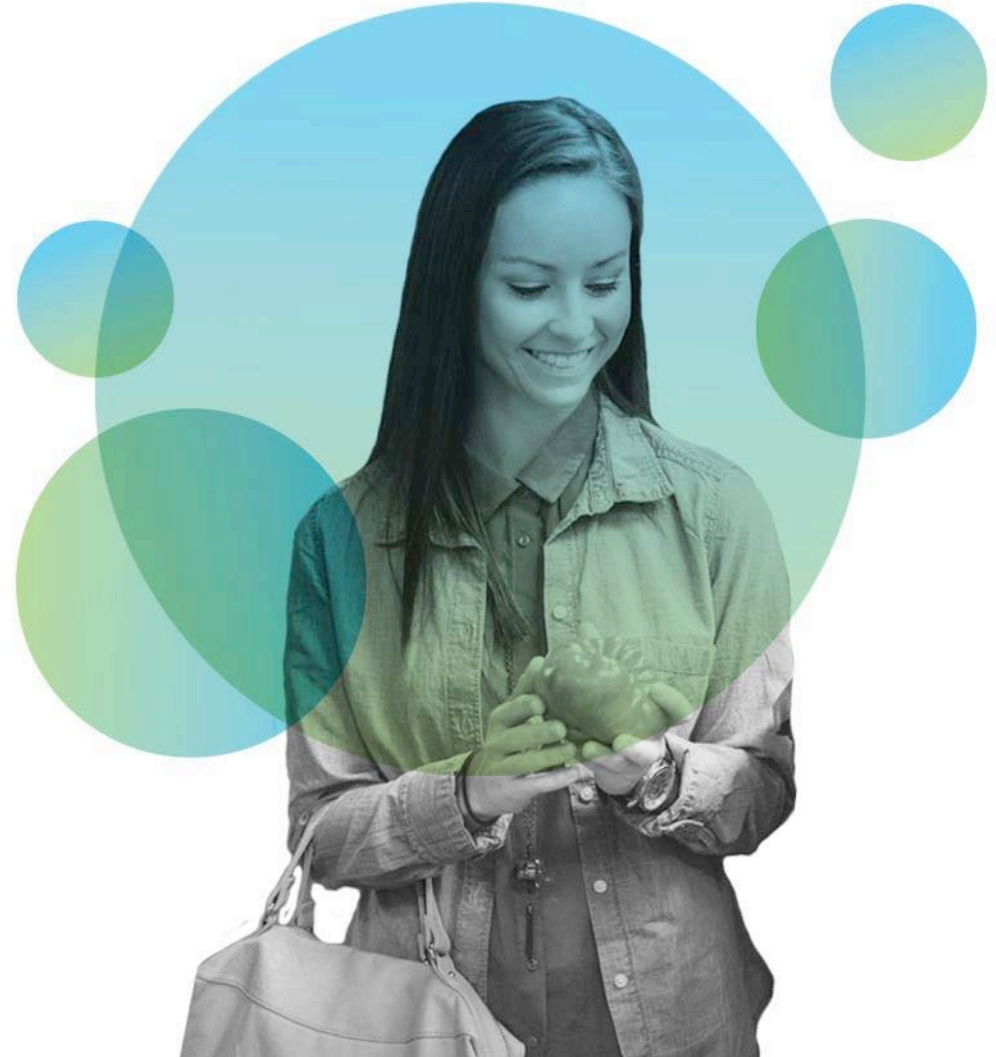
- 83% more likely to actively participate in groups that try to influence public policy or government
- 50% more likely to serve as an officer or committee member for a local organization
- 23% more likely to provide frequent advice on politics/current events
- 66% more likely to deliver a speech or speak in front of a group
- 32% of PBS.org users signed a petition in the past year



The Sustainability and Wellness Advocate

Invested in Health and Wellness

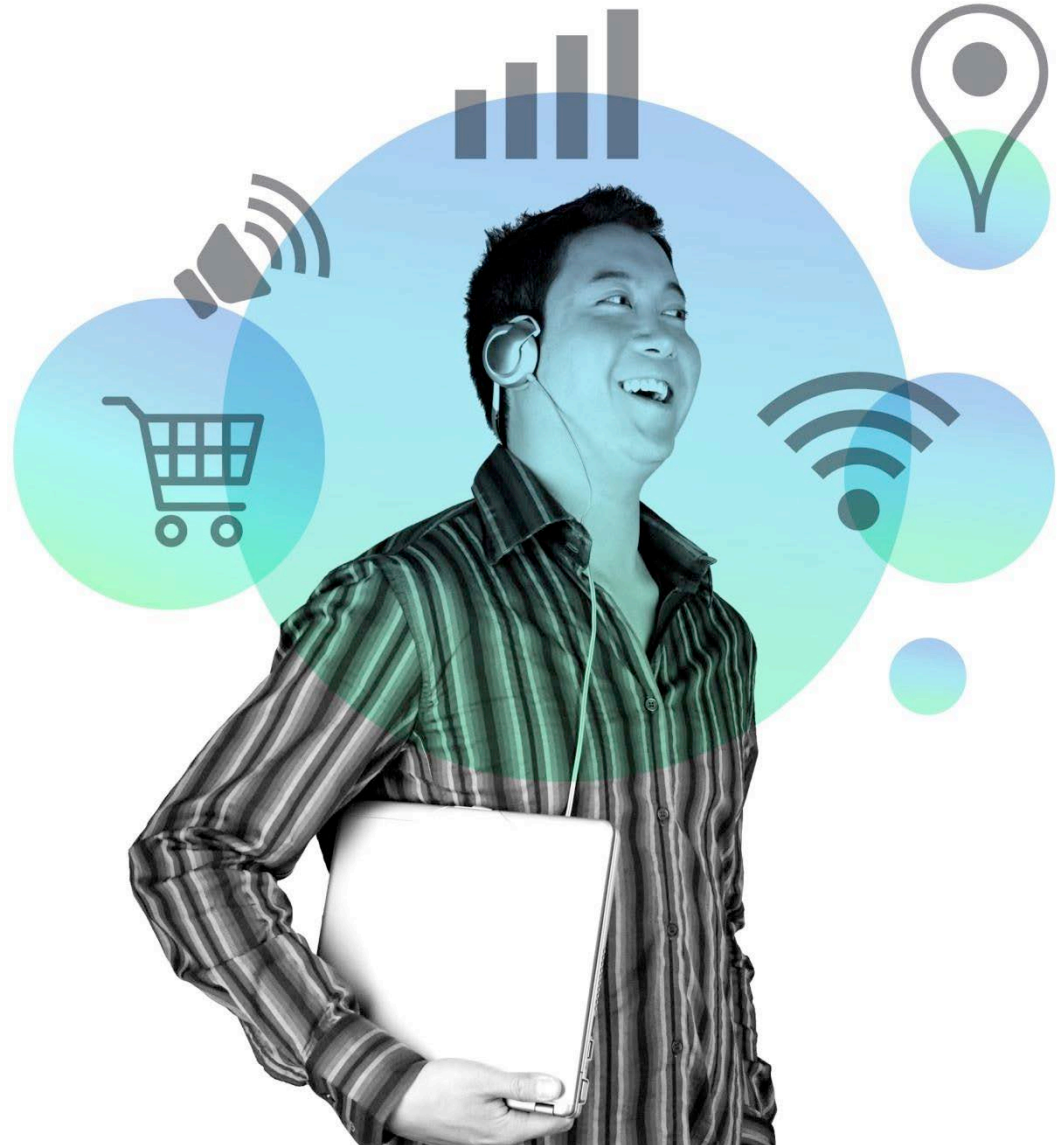
- 65% more likely to donate time/money to support environmental causes
- 63% of PBS.org users are willing to pay more for a product that is environmentally safe*
- 48% more likely to buy natural or organic foods
- 56% of PBS.org users walk for exercise
- 71% of PBS.org participate in yoga



The Tech Trendsetter

Tech-Savvy Consumers

- 117% more likely to spend heavily on computer software
- 48% more likely to have 4+ social networking profiles
- 138% more likely to download podcasts
- 44% more likely to be the first among their colleagues/friends to try new technology products*
- 49% of PBS.org visitors are willing to pay more for top quality products*



The Entrepreneur

Delivering Business Leaders

- 35% more likely to be C-Level/Owner/Sr. Management in organizations with 10+ employees
- 45% more likely to be business purchase decision makers/influencers
- 35% more likely to be an Executive Vice President, Senior Vice President or Vice President in organizations with 10+ people
- 35% more likely to plan to start their own business in the next 12 months
- 33% more likely to have a household income of \$150K+

