

# PBS and Men 25-54



PBS

## Common Characteristics of PBS's Men 25-54 Viewers:

PBS's male 25-54 viewers are: (% more likely than the general American public)

### **Wealth/Spending/Influence**

- o 126% more likely to have taken 3+ foreign business trips
- o 71% more likely to use stock rating services
- o 59% more likely to be a member of a body of local government
- o 56% more likely to have made 3+ domestic business trips by plane
- o 54% more likely to be a member of a business club
- o 54% more likely to have management, business and financial occupation
- o 32% more likely to own a investment real estate
- o 28% more likely to have written something that has been published
- o 26% more likely to have a doctorate degree
- o 24% more likely to have a household income of \$75,000+
- o 18% more likely to own \$100,000+ in stocks

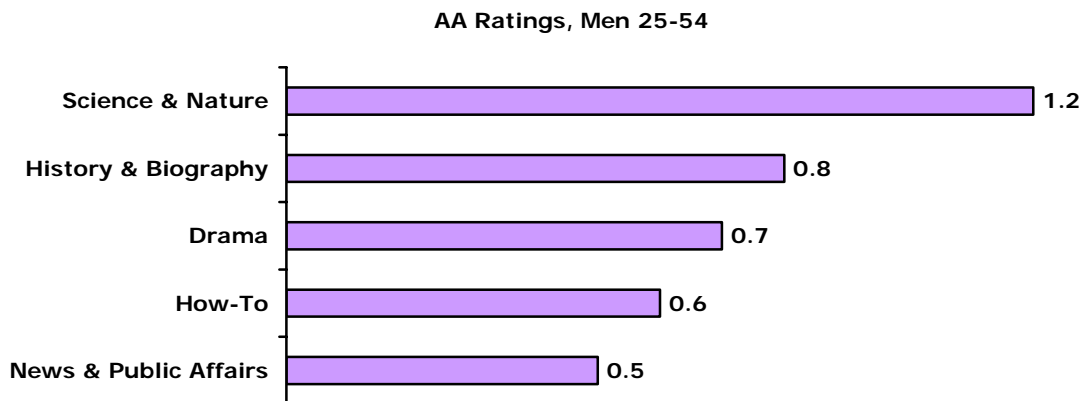
### **Activities**

- o 113% more likely to scuba dive
- o 102% more likely to mountain bike
- o 93% more likely to motorcycle
- o 80% more likely to backpack/hike
- o 72% more likely to participate in basketball
- o 50% more likely to cross-country ski
- o 40% more likely to play a musical instrument
- o 28% more likely to barbecue
- o 26% more likely to attend museums
- o 23% more likely to have made a speech
- o 13% more likely to engage in photography

Source: MRI, 2007 Doublebase.

## On PBS:

When men 25-54 tune in to PBS, here is what they watch:



Source: Nielsen. All drama, science/nature, history/biography, how-to, and news/public affairs programs fed Oct. 06-Sept. 07, including specials, miniseries, and regular series.

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# PBS vs. Cable Competitors

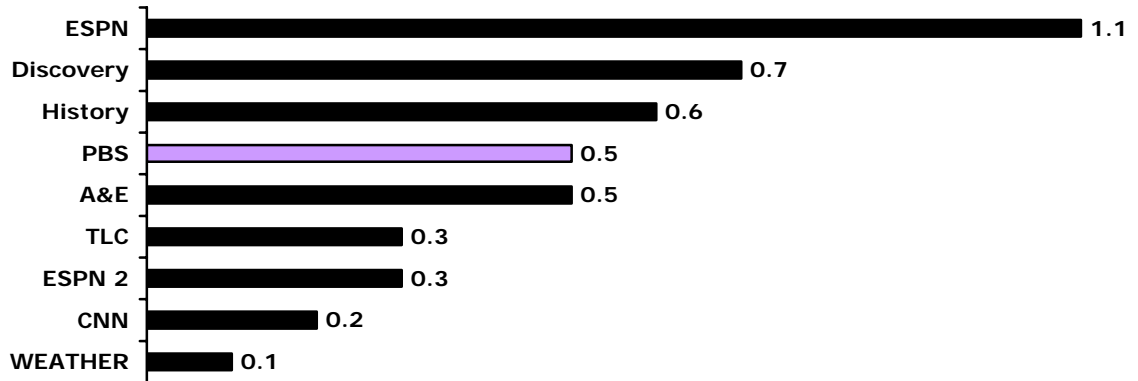


PBS

## PBS vs. Cable Competitors:

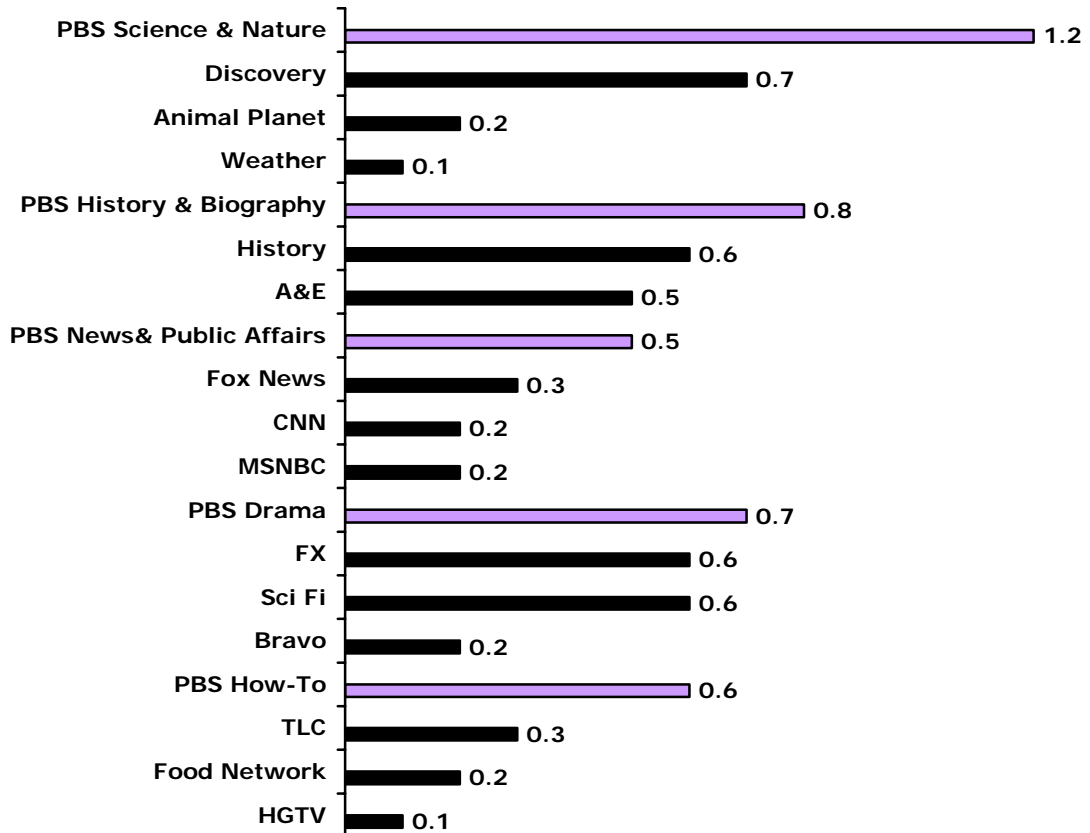
So how does PBS stack up against the competition with men 25-54?

Men 25-54, Primetime Ratings (AA)



Source: NielsenTV, National People Meter, 9/18/06-9/23/07. MTWTFSS, 8:00-11:00PM.

PBS Genres vs. Cable Competitors: Men 25-54



Source: NielsenTV National People Meter. For PBS: All drama, science/nature, history/biography, how-to, and news/public affairs programs fed Oct. 06-Sept 07, including specials, miniseries, and regular series. For cable: MTWTFSS, 8:00-11:00PM, 9/18/06-9/23/07.

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