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

The Entrepreneur

Delivering Business Leaders

- Has a household income of \$200,000+ (index 136)
- Checks stock quotes online multiple times a day (index 138)
- Has an investment portfolio valued at \$500K-\$999K (index 131)
- Involved in business purchases of these products/services:
 - Employment agencies/posting ads (index 132)
 - LAN/WAN/Networking related products & services (index 124)
- PBS.org users own investments:
 - Common or preferred stock (index 112)
 - Mutual funds (index 112)



The Explorer

Reaching Educated Consumers

- 53% of PBS.org users have a college degree or higher
- Works in elementary and secondary education (index 152), or has an education, training and library job title (index 146)
- Watches educational (e.g., science, history) TV programs during a typical week (index 126) and listens to public radio (index 120)
- Visits cultural/historic sites (index 122) and museums (index 110) while on vacation
- 25% of PBS.org users frequently advise others on books
- Currently in graduate school (index 145), or is a full-time student (index 115)
- Spent \$10K+ on travel in the last 6 months (index 116)



The Cultural Connoisseur

Connoisseurs of Arts & Culture

- Purchased tickets for classical music/ballet/opera performances (index 134) or to a museum/art gallery (index 112)
- In the last month, PBS.org users attended 10 or more movies in theaters (index 238)
- Hobbies include camping (index 117), playing in a band or musical group (index 114), or playing bingo (index 114)
- Spent \$200-\$499 on gourmet foods in the last 30 days (index 125)
- Watch art films at home (index 118)
- 48% of PBS.org users read books, 29% cook for fun and 21% make crafts
- Drink rose wine (index 145) and white wine (index 112)



The Sustainability Champion

Leaders in Their Communities

- 61% of PBS.org users recycle
- 45% use eco-friendly light bulbs, 31% use energy-saving electronics and 23% purchase environmentally-friendly products
- More likely to enjoy horseback riding (index 174), boxing (index 147), and power weightlifting (index 124)
- 67% of PBS.org users are the primary grocery shoppers for their household
- 87% of PBS.org users check food ingredients and nutritional content before purchase*
- 79% of PBS.org users encourage others to seek new ways to lead healthy lives*



The Tech Trendsetter

Tech-Savvy Consumers

- Involved in business purchases of LAN/WAN/Networking related products & services (index 124)
- Spent \$1,000-\$2,499 on computer equipment online in the last 6 months (index 178)
- Are the first among friends to own/use the latest websites/internet content & services (index 112)
- 23% frequently advise others on electronics, and 19% frequently advise others on computer hardware
- Purchased a stand-alone scanner (index 183), inkjet or laser printer (index 124), or CD burner (index 119) in the last 6 months
- Own 2 or more desktop computers (index 114)



The Civic Leader

Dedicated to their Communities

- Volunteered to help a political party (index 118) and contacted an elected official in the past 3 years (index 111)
- Frequently advise others on politics/current events (index 119)
- 34% of PBS.org users have participated in political activities in the last 3 years (index 110)
- 37% of PBS.org users voted in the most recent presidential election (index 112)
- Donated \$1,000 or more to a non-profit organization in the last 6 months (index 173)
- 27% volunteered 6 or more hours in the last 6 months



The Power Mom on PBS Parents

PBS Parents Reaches Influential Consumers

- Have 3 or more children (index 211)
- 62% of PBS Parents users are the primary grocery shoppers in their households
- Frequently advise others on home decorating (index 249), household products (index 192), parenting/family (index 177), and food & beverages (index 142)
- Enjoy making crafts (index 149), attending a BBQ or picnic (index 144), and baking (index 131)
- Visit social media sites daily (index 261)
- Participate in outdoor activities such as camping (index 246) and fishing (index 136)
- Searched the internet for information on museum/art galleries (index 187) and music concerts (index 129)





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