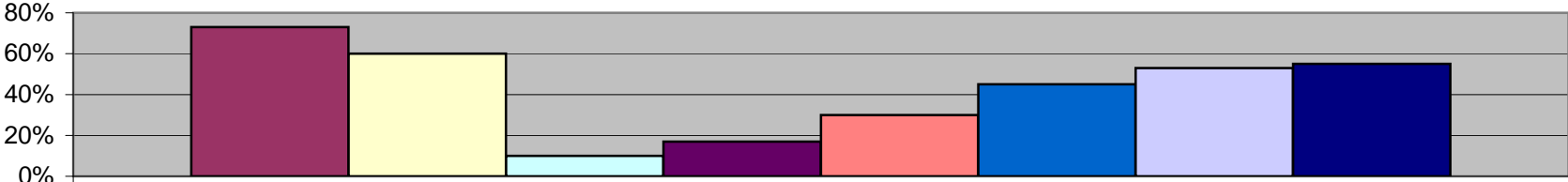


### PBS Viewer



\* than the average US citizen

- can recall corporate sponsors
- are inclined to purchase products from a sponsor
- more likely \* to hold post graduate degrees
- more likely \* to own a home valued at \$500,000+
- more likely \* to own a vacation home
- more likely \* to own \$150,000 in stocks
- more likely \* to have been a published writer
- more likely \* to have taken an active part in a local civic issue