

AUDIENCE ON **wvta**



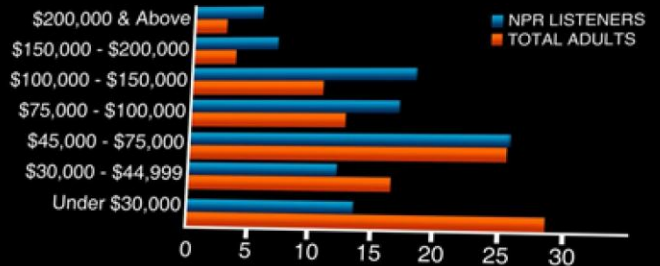
wvta
AUDIENCE

OUR PROGRAMMING
 APPEALS TO

EVERYONE
 & EVERY AGE LEVEL

DEMOGRAPHIC CHARACTERISTICS: **INCOME**

US POPULATION MEDIAN HHI: \$50,093
 NPR MEDIAN HHI: \$72,622



NPR LISTENERS

Compared to the U.S. as a whole, NPR listeners are...
 42% more likely to have a college degree
 67% more likely to be a business owner
 102% more likely to be the president of a company
 89% more likely to use a financial planner
 108% more likely to have HH income between \$150,000 - \$199,999

Source: MRI, Fall 2003

MOMS RESPOND TO PBS SPONSORS...

MOTHERS OF CHILDREN UNDER 6

85% Would choose to purchase a product that supports PBS KIDS programming and services, all other things being equal.

50% Have purchased a product or service from a company because they appreciated their involvement with the community or charitable affiliations.

31% Have purchased a company's products or services because they sponsored PBS KIDS programs.

Source: GfK Custom Research, Omnitel, November 21-23, 2008. Based on a total of 1,000 interviews with adults 18+.