

Reach the Audience that Counts...

WJCT Public Television Viewers

How Do Prime Time Viewers Compare? WJCT attracts an audience most notably distinguished by its education excellence and professional success. Viewers are affluent, active consumers, business leaders, and involved in their communities. 71% of our viewers are ages 25-64. The following provides an overview of who watches public television.

VIEWERS ARE AFFLUENT AND ACTIVE CONSUMERS

- 12% have a household income of \$100,000+
- 24% have a \$75,000+ household income
- 71% adults – age 25-64
- 18% have traveled abroad in the past 2 years
- 43% now own 2 vehicles
- 25% plan to remodel their home within the next 12 months
- 37% attended opera/symphony/theater in the past 12 months
- 37% plan to buy glasses/contact lens in the next 12 months
- 72% homeowners
- 65% participated past 12 months – lawn/gardening

VIEWERS VALUE EDUCATION

- 34% have at least one college degree
- 13% have an advanced degree
- 45% bought 12+ books last year
- 81% have one or more computers at home

VIEWERS ARE DECISION-MAKERS & OPINION LEADERS

- 25% are professional/technical/proprietor/managerial
- 8 % influence business banking decisions
- 19% influence purchase of office supplies and equipment
- 20% plan to buy a home during the next 2 years
- 22% exercised 12+ times in a health club last year
- 25% plan to buy car/van/truck/SUV
- 84% voted in local, state, national election in the past year

VIEWERS USE FINANCIAL SERVICES

- 20% have liquid assets (cash/stocks/CD's/etc.) of \$100,000+
- 22% traded stocks/bonds/securities during past year
- 44% are members of a credit union
- 31% have car loan

The Media Audit Jan - Feb 2005