

PBS AFFLUENTS RANK #1 IN:

- HAVING A POST GRADUATE DEGREE
- SPENDING ON GROCERIES
- HOME DECORATING & REMODELING
- TV, PHONE & INTERNET
- OWNING MUTUAL FUNDS
- USING A FINANCIAL PLANNER
- PLAN TO TAKE A DOMESTIC TRIP/VACATION



Source: 2020 Ipsos Affluent Survey, USA, Adults 18+ with \$125K + HHL, N=24,000+, PBS ranks #1 in these statements vs. ABC, CBS, CNN, MSNBC, FOX, FOX News Channel



Our Audience

COMMUNITY-MINDED:

Cares about the future of the community, participate in local initiatives and are highly active leaders in the community.

- Viewers of PBS News & Public Affairs are **81%** more likely to be affiliated with a charitable organization.

EDUCATED:

Value education, making higher education and lifelong learning a priority for themselves and their families.

AFFLUENT:

Have discretionary income and immense purchasing power.

- **PBS Viewers rank #1** across numerous categories in spending compared to other cable and television stations (ABC, CNN, CBS, CNBC, MSNBC, NBC, Fox and Fox News)

INFLUENTIAL:

PBS viewers drive trends through word of mouth and influence corporate and social networks.

CULTURED:

Explorers who are passionate about the arts, they relish music, theater and museums.

Source: Doublebase Gfk MRI Weighted to Population (000)

Source: IPSOS Affluent Survey USA

PBS Reno

1670 North Virginia Street • Reno, NV 89503

775.600.0555 • pbsreno.org





Mission Driven

PBS Reno is a mission-driven organization that contributes to the local community and the quality of life for those who live in it. Sponsorship on PBS Reno instills a “Halo Effect” that elevates your brand and enhances your corporate image!

- 76%** of viewers say that companies that advertise on PBS have a commitment to quality and excellence, and a commitment to education
- 70%** of viewers say PBS sponsors are high quality brands
- 62%** of PBS Sponsors say they are industry leaders
- 66%** of viewers say they would switch from a product they typically buy, to a new product from a purpose-driven company
- 78%** of Americans believe companies must do more than just make money; they must positively impact society as well

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Sources: 1. Cone/Porter Novelli Purpose Study 2. 2019 Porter Novelli/Cone Purpose Biometrics Study 3. IAB C19 4/29 BuySide Ad Spending