



TEXAS  
**PBS**  
STATIONS

**MEDIA KIT**



# TEXAS PBS AUDIENCE = QUALITY

## DIVERSE DEMOGRAPHICS



Texas PBS reaches more than **90%** of Texans and potentially **25 million** viewers, including multicultural communities, families, kids, teachers and engaged Texans.

1



Ethnicity of Texas PBS viewers:

- 60.6% White
- 33.6% Hispanic
- 2.4% African-American
- 0.3% Asian
- 3.1% Other

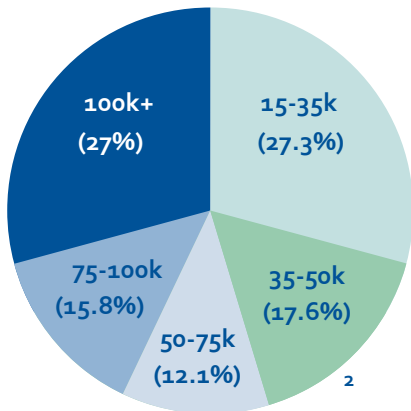
1



**19%** of the nation's Hispanic Households watch Texas PBS.

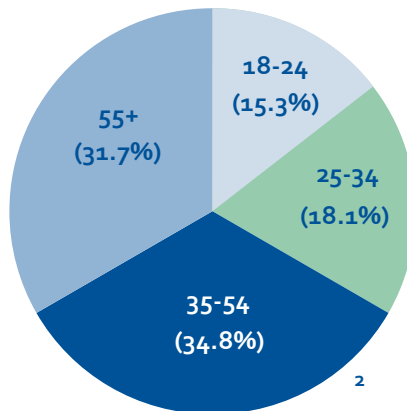
1

## INCOME



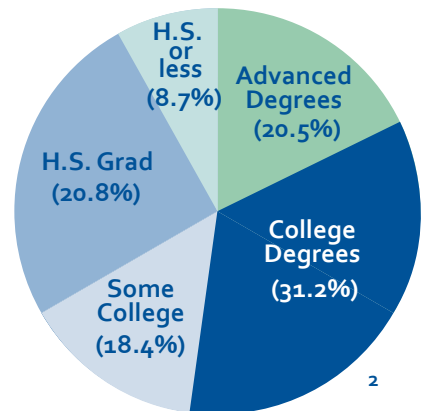
2

## AGE



2

## EDUCATION



2

## TEXAS PBS IS SIMPLY THE BEST WAY TO REACH

Opinion Leaders

Affluent Households

Educated Citizens

Decision Makers

## TEXAS PBS VIEWERS ARE:

**58%** more likely to visit museums<sub>3</sub>

**28%** more likely to attend live theater<sub>3</sub>

**27%** more likely to have a household income of \$100,000+<sub>3</sub>

**86%** more likely to buy "Green"<sub>4</sub>

1: Source: Nielsen NPower, 2014

2: Source: Media Audit, May-June 2012

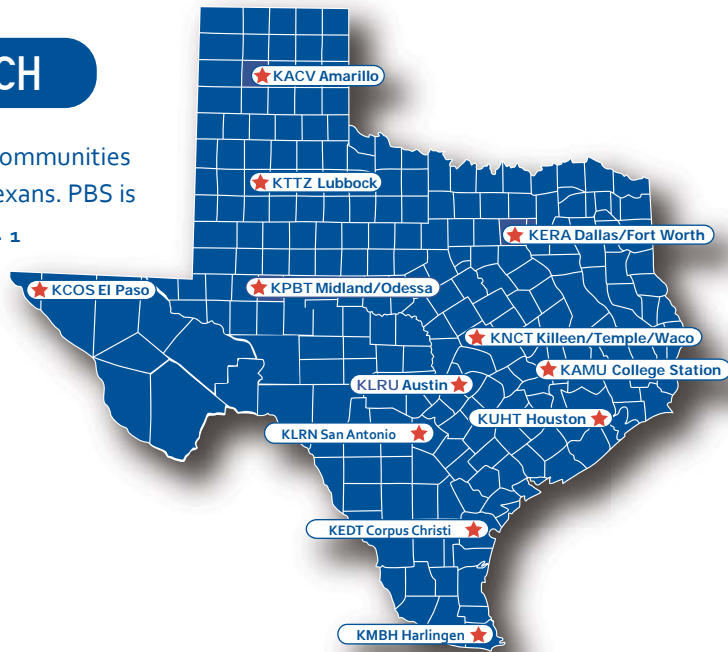
3: Source: MRI Doublebase, 2009

4: Source: Media Audit, April-June 2010

# TEXAS PBS PARTNERSHIPS = RESULTS

## STATEWIDE REACH

PBS Stretches Across all Texas Communities reaching more than 25 million Texans. PBS is local, national and international. <sup>1</sup>

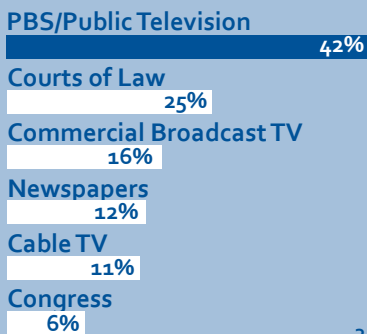


PBS IS  
NUMBER ONE  
IN PUBLIC  
TRUST

<sup>2</sup>

## TRUST

How much do you trust each organization?



<sup>3</sup>

## EXCELLENCE

- 21 Emmy Awards (2014)
- 13 Lonestar Emmy Awards (2013)
- 12 Peabody Awards (2014)
- 9 Parents Choice Awards (2013)
- 7 Webby Awards (2014)

<sup>3</sup>

## LOYALTY

Texas PBS Viewers are active, engaged and affluent.

55% say PBS is #1 over cable and commercial TV.

PBS is #1 Educational Media Brand.

<sup>3</sup>

## RESULTS

75% of PBS viewers feel "companies that fund PBS have a commitment to quality and excellence."

49% of PBS viewers would choose to buy a product from a company that supports PBS, all other things being equal.

52% of PBS viewers agree that underwriters are usually industry leaders.

1: Source: duTriel, Lundin and Rackley, 2014  
 2: Source: Nielsen NPower, September 24, 2012 - September 22, 2013  
 3: Source: CARAVAN ORC International, January 2014  
 4: Source: Harris Interactive Trust Query, February 2012



# STAND OUT ON PBS!

## UNCLUTTERED MARKET

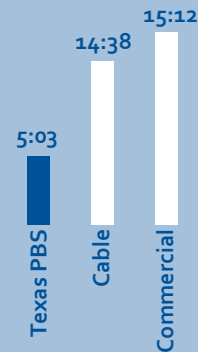
We restrict the amount of advertising in our programs, thereby ensuring your message stands out and will not get lost in the clutter.

Texas PBS has a reach of more than **8 million** Texas households daily.

Be sure your message gets delivered to the second largest retail market in the country.

2

## TEXAS PBS HAS FEWER NON-PROGRAMMING MINUTES PER HOUR




1

## OUR COMMITMENT

We'll get your message in front of an audience that is the **envy of the industry**. Our viewers are the influencers and leaders in Texas communities. They are brand loyal, affluent, educated and eclectic.

Amy Claire Redmond, Director of Development | [aredmond@texaspbs.org](mailto:aredmond@texaspbs.org) | 512-808-5518

 [facebook.com/TexasPBS](https://www.facebook.com/TexasPBS)

 Follow us on Twitter @TexasPBS