

KLRN Passport Audience FY 2020-22

Out of 23,000 donors over the past three fiscal years, 64% activated Passport. Those Passport members are a **decade younger** than our other members, and their **income is \$9,300 higher**.

Passport: 15,200

Age: 65

Female: 58%

Income: \$77,400

Non-Passport: 8,700

Age: 75

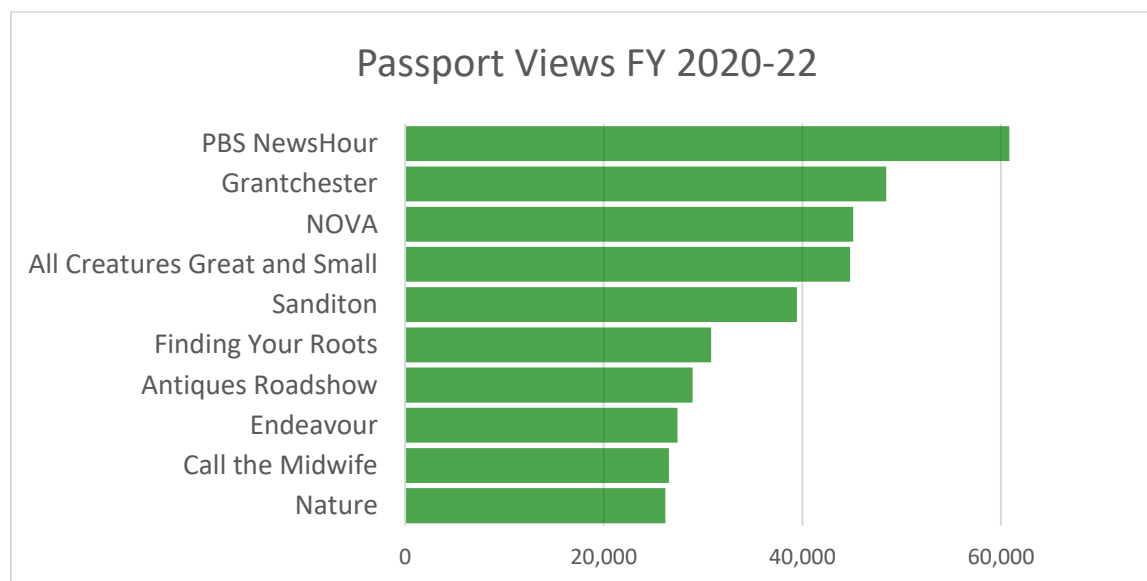
Female: 56%

Income: \$68,100

Also, new Passport members **renewed at twice the rate** of other new donors. Out of 15,200 Passport donors, 9,400 are still members.

Passport members viewed 1.1 million episodes over those three years. The most-watched program was PBS NewsHour, which makes sense with the tumultuous times we've faced, and that helps bolster KLRN's motivation to focus on local news and affairs.

Dramas, of course, were also big for Passport members, including Grantchester, All Creatures Great and Small, Sanditon and Endeavour. But documentaries such as NOVA, Nature, Finding Your Roots and Antiques Roadshow were popular as well.



	Show	Views
1	PBS NewsHour	60,860
2	Grantchester	48,434
3	NOVA	45,134
4	All Creatures Great and Small	44,802
5	Sanditon	39,444
6	Finding Your Roots	30,829
7	Antiques Roadshow	28,940
8	Endeavour	27,433
9	Call the Midwife	26,558
10	Nature	26,199
11	Poldark	24,382
12	Downton Abbey	20,703
13	FRONTLINE	20,450
14	Unforgotten	19,939
15	Professor T	18,980
16	Seaside Hotel	17,927
17	American Experience	17,267
18	Atlantic Crossing	16,089
19	Frankie Drake Mysteries	15,655
20	American Masters	15,591
21	Broadchurch	15,554
22	Great Performances	15,338
23	Miss Scarlet & The Duke	14,945
24	Vienna Blood	14,231
25	Around the World in 80 Days	12,420