



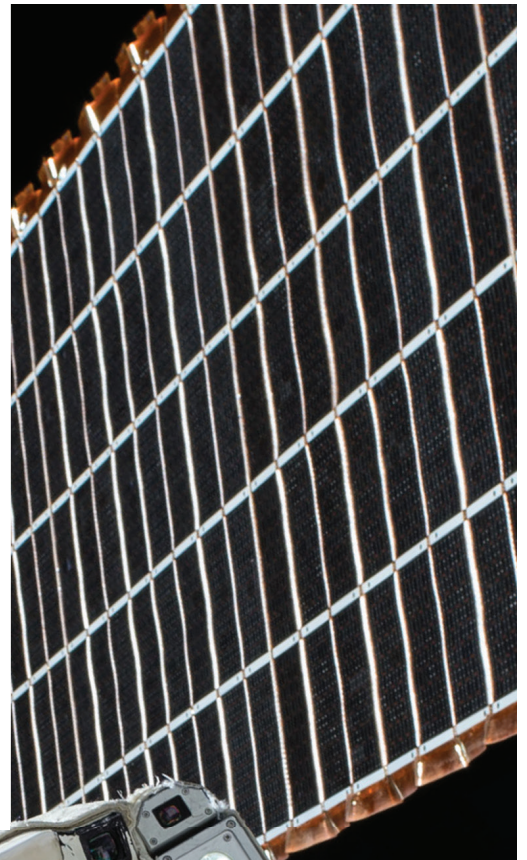
15 YEARS
AS AMERICA'S
MOST
TRUSTED
INSTITUTION



2018



PBS



For more information about the ways PBS and local stations deliver outstanding return on investment to the nation, visit: pbs.org/value





Americans have named PBS and stations the nation's most trusted institution for 15 years running.

During this period of rapid evolution in media, politics, culture, and technology, the value that the public sees in PBS and local member stations has remained unique and unrivaled.

Trust is the most important measure of our success in fulfilling our essential public service mission. We treat our audience as citizens, not consumers. No other media entity provides the same array of community benefits, including free children's educational content and services, in-depth news and public affairs programming, series that spark lifelong learning, and vital emergency communications. These are just some of the reasons why PBS and local stations continue to engender trust and loyalty despite an explosion of channels, platforms, and devices that have presented Americans with more choices at their fingertips than ever before.

In this faster and more fluid environment, PBS and stations are embracing digital technology to find new ways to serve Americans to fit their busy lives, meet their needs, and reflect their diverse interests. This includes the 24/7 PBS KIDS channel and live stream, now available to more than 95% of U.S. TV households. PBS Digital Studios presents more than 50 original web series on YouTube and Facebook, each geared toward a like-minded community of learners, whether bound by a love of art, culture, or science.

Rooted in local communities, PBS is proud to work alongside nearly 350 member stations in service to the American people. Member stations are independently owned and operated, and in many rural areas, public television is the only media available. A strong private-public partnership ensures that our service is available to every American. Federal funding provides critical seed money that enhances our educational programming and sustains service in rural and underserved areas. Reflecting our broad public trust, donations from viewers make up the single largest source of funding to PBS and stations.

Marketing & Research Resources, Inc. (M&RR) fielded 11 questions via an online survey during the window of January 4-9, 2018. The survey was conducted among a sample of 1,025 adults ages 18+, 495 men and 530 women. The results are weighted to be nationally representative of the US adult population. Results presented throughout are for all respondents, unless otherwise noted.



PBS. | TRUSTED. VALUED. ESSENTIAL.

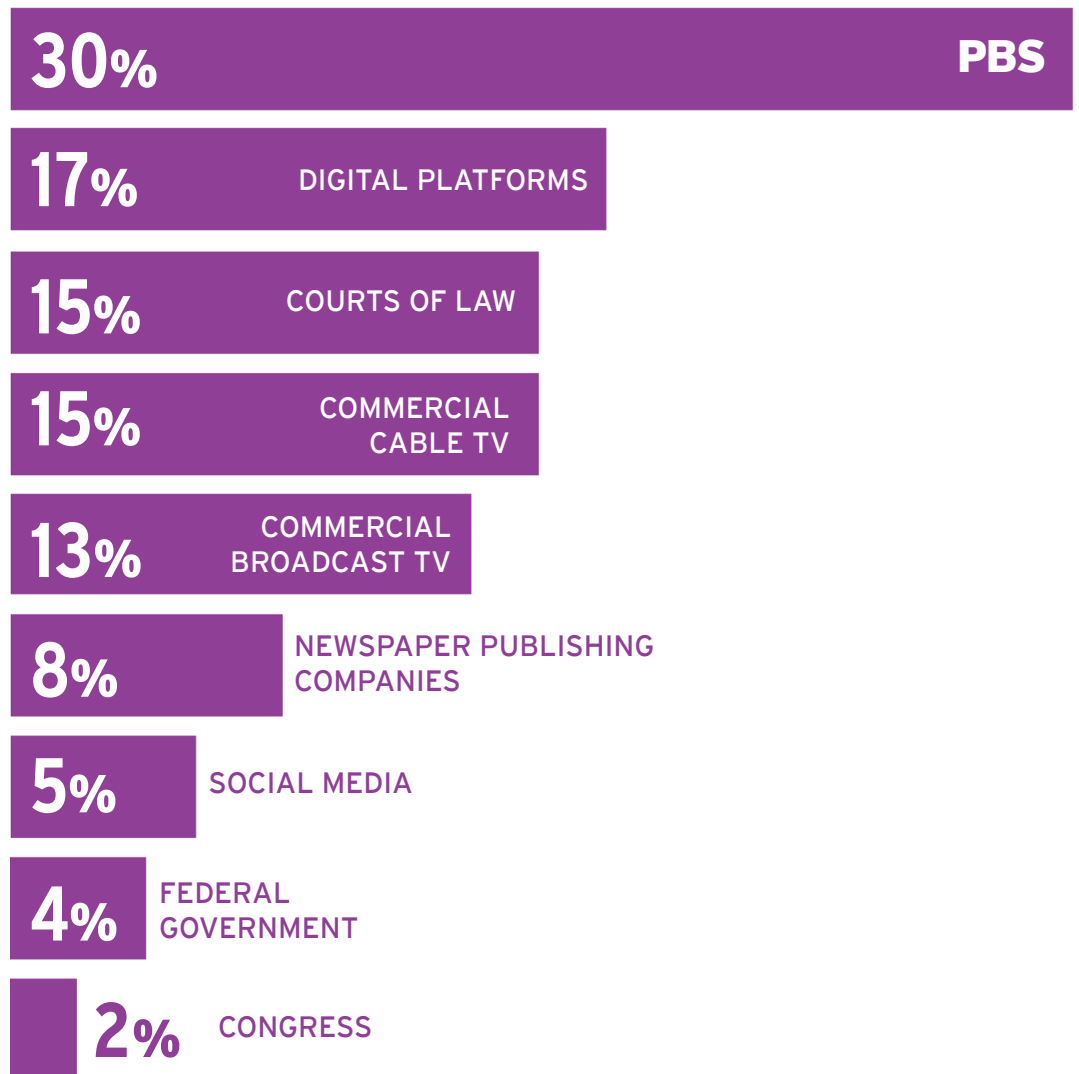
QUESTION

What is your level of trust with each of the following organizations: a great deal, somewhat, not very much, or not at all?

Graph indicates "A Great Deal."

PBS IS #1 IN PUBLIC TRUST

Source: Marketing & Research Resources, Inc. (M&RR), January 2018





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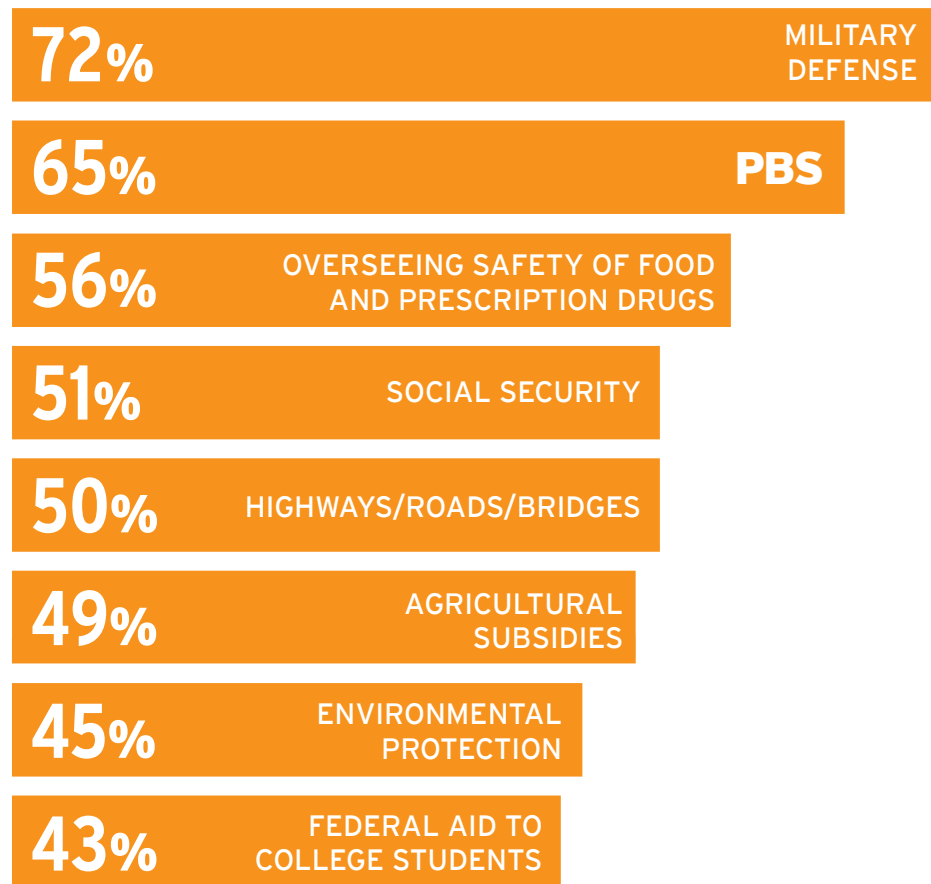
QUESTION

The federal government provides many services that are funded with tax dollars. For each of the following services the federal government provides using tax dollars, please rate the value that you receive—is the value: excellent, good, not too good, or poor?

Graph indicates "Good" and "Excellent."

PBS PROVIDES HIGH VALUE FOR TAX DOLLARS

Source: Marketing & Research Resources, Inc. (M&RR), January 2018





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QUESTION

In your opinion, is the money that is given to PBS stations from governments, corporations, foundations and individuals well spent?

MONEY GIVEN TO PBS STATIONS IS MONEY WELL SPENT

Source: Marketing & Research Resources, Inc. (M&RR), January 2018

59%

YES

10%

NO

31%

UNSURE

THE VAST
MAJORITY
OF FEDERAL
FUNDING,
**ABOUT
\$1.35**
PER CITIZEN,
GOES
DIRECTLY
TO LOCAL
STATIONS





IN 2017, PBS
AND PRODUCING
PARTNERS WON

14
**NEWS &
DOCUMENTARY
EMMY® AWARDS**

– MORE THAN
ANY OTHER
ORGANIZATION





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QUESTION

In your opinion, how important is it that each of the following types of television is available to every American—is it very important, somewhat important, not too important, or not at all important?

*Graph indicates
"Very Important."*

IT IS IMPORTANT FOR PBS TO BE **AVAILABLE TO EVERY AMERICAN**

Source: Marketing & Research Resources, Inc. (M&RR), January 2018

42%

PBS

36%

COMMERCIAL
BROADCAST TV

21%

COMMERCIAL
CABLE TV





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PBS IS REACHING MORE PEOPLE

AND OUR AUDIENCES ARE MORE ENGAGED.

IN THE 2016-2017
BROADCAST SEASON,
PBS REACHED
NEARLY
200 MILLION
PEOPLE

Source: Nielsen NPower, 9/19/2016-9/24/2017

8 IN 10
U.S. HOMES
TUNE IN TO PBS
EVERY YEAR

Source: Nielsen NPower, 9/19/2016-9/24/2017

82% OF BLACK
HOUSEHOLDS
&
75% OF HISPANIC
HOUSEHOLDS
WATCH PBS

Source: Nielsen NPower, 9/19/2016-9/24/2017

EACH MONTH,
PBS CONTENT
IS STREAMED AN
AVERAGE OF
264 MILLION
TIMES ACROSS ALL
PBS AND STATION
DIGITAL PLATFORMS

Source: Google Analytics, January 2017-December 2017



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QUESTION

How strongly do you agree or disagree with the following statement?

"My local PBS station provides excellent value to my community."

Graph aggregates responses for "Agree Strongly"/ "Agree Somewhat" and "Disagree Strongly"/ "Disagree Somewhat."

PBS STATIONS PROVIDE EXCELLENT VALUE TO COMMUNITIES

Source: Marketing & Research Resources, Inc. (M&RR), January 2018

78%

AGREE

7% DISAGREE

15%

UNSURE

PBS PROVIDES:

SCHOOL
READINESS

LIFELONG
LEARNING

PUBLIC SAFETY
COMMUNICATIONS





IN THE 2016-2017 SEASON,
PBS AND STATIONS OFFERED
NEARLY 600 HOURS
OF ARTS AND CULTURAL
PROGRAMMING,
SEEN BY CLOSE TO
110 MILLION
PEOPLE

Source: Nielsen NPower, 9/19/2016-9/24/2017





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QUESTION

Which **ONE** do you believe is the most educational for children?

Responses are from parents of children under age 18.

PBS STATIONS
REACH MORE
CHILDREN 2-8 IN
LOW-INCOME
HOMES
THAN
ANY OTHER
KIDS TV
NETWORK

9/19/2016-9/24/2017, L+7 M-Su
6A-6A TP reach, 50% unif., 6+min.,
LOH18-49w/C<6, HH w/Inc <\$25K.
All PBS Stations, DSNY, NICK,
DSNYJr, NICKJr., SPRT,
TOON & DISCFam

PARENTS RATE **PBS KIDS** **MOST EDUCATIONAL** **MEDIA BRAND**

Source: Marketing & Research Resources, Inc. (M&RR), January 2018

69%

PBS KIDS

8% UNIVERSAL
KIDS

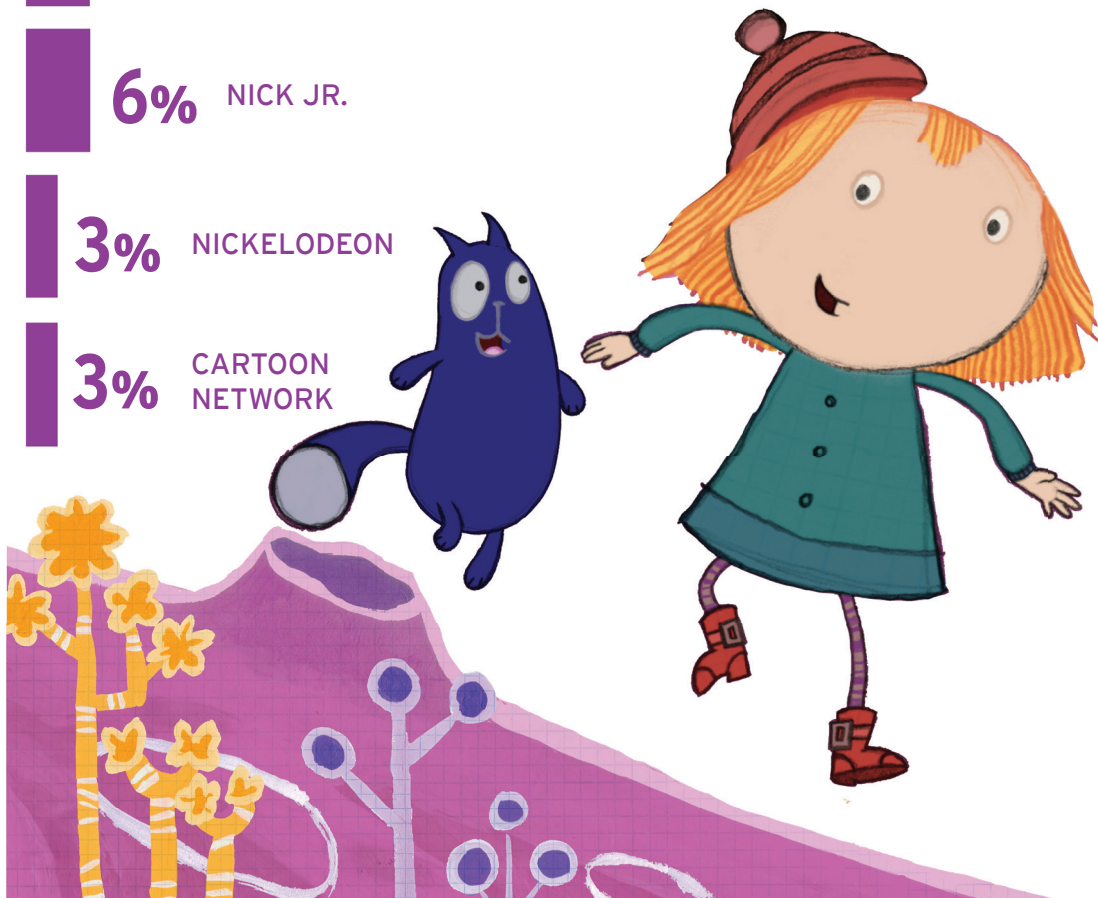
6% DISNEY
CHANNEL

6% DISNEY JUNIOR

6% NICK JR.

3% NICKELODEON

3% CARTOON
NETWORK





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QUESTION

How strongly do you agree or disagree with the following statement:

“(INSERT ORGANIZATION) helps prepare children for success in school.”

Graph indicates “Agree Strongly” and “Agree Somewhat.”

Responses are from parents of children under age 18.

PBS REACHES
OVER
1 MILLION
EDUCATORS
EACH MONTH
WITH FREE,
HIGH-QUALITY
CONTENT FOR
THE CLASSROOM

Source: Google Analytics
(Sept 2017 - Jan 2018)

PBS KIDS HELPS PREPARE CHILDREN FOR SUCCESS IN SCHOOL

Source: Marketing & Research Resources, Inc. (M&RR), January 2018

87%

PBS KIDS

68%

DISNEY JUNIOR

66%

DISNEY
CHANNEL

54%

NICK JR.

55%

UNIVERSAL KIDS

41%

NICKELODEON

22%

CARTOON
NETWORK





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On-Air

PBS KIDS attracts a higher proportion of African-American, Hispanic, and low-income homes compared to their representation in the U.S. population.

PBS KIDS SERVES ALL CHILDREN

Source: Nielsen NPOWER L+7, 9/25/17-12/31/17 PBS Child Multi-weekly Program Reach, HH (000) vs. UE

85%

ASIAN

100%

TOTAL U.S.

114%

LOW-INCOME
(HH INC <\$40K)

128%

AFRICAN-AMERICAN

130%

HISPANIC

Online

pbskids.org attracts a higher proportion of web users from Asian-American and African-American homes compared to their representation in the U.S. population.

Source: comScore Plan Metrix Audience Profile Nov. 2017

88%

HISPANIC

100%

TOTAL U.S.

134%

LOWER-INCOME

171%

AFRICAN-AMERICAN

200%

ASIAN

ABOUT PBS

PBS, with nearly 350 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and digital content. Each month, PBS reaches nearly 100 million people through television and nearly 28 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. Decades of research confirms that PBS' premier children's media service, PBS KIDS, helps children build critical literacy, math and social-emotional skills, enabling them to find success in school and life. Delivered through member stations, PBS KIDS offers high-quality educational content on TV – including a new 24/7 channel, online at pbskids.org, via an array of mobile apps and in communities across America. More information about PBS is available at www.pbs.org, one of the leading dot-org websites on the internet, or by following PBS on Twitter, Facebook or through our apps for mobile and connected devices. Specific program information and updates for press are available at pbs.org/pressroom or by following PBS Pressroom on Twitter.



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