Working collaboratively with our more than 350 independently owned and operated local member stations, PBS provides the American public with high-quality content that inspires critical thinking, community building and curiosity about the world we share – impactful content that sets PBS apart in today’s media landscape.

By boldly adhering to our mission, we have grown our audience both on-air and through a growing number of digital platforms, and continued to garner the respect of the country. For 11 consecutive years, an annual national survey has confirmed that PBS is the country’s most trusted public institution and is an “excellent” use of tax dollars, outranked only by military defense.

Through the yearly study, the American public called PBS the most-trusted source for news and public affairs programs and the most “fair” source for news coverage. This research also named PBS KIDS as the most educational TV/media brand, the safest destination for children to watch television or visit online and the top provider of content that helps children learn reading, math and essential skills.

Public media is made possible through a singular public-private partnership that combines critical seed money from the federal government with funds from corporations, foundations, and, of course, viewers. Donations from individuals to their local stations are the single largest source of funding for our system. More than three out of four of the 2014 survey participants reported that support for PBS is “money well spent.”

For more information about how PBS and local stations deliver outstanding return on investment to the nation, visit valuepbs.org.
How much do you trust each organization?
Percent saying they trust the organization “a great deal” (on a 4-point scale: a great deal, somewhat, not very much, not at all).

- **PBS**: 42%
- **Courts of Law**: 25%
- **Commercial Broadcast TV**: 16%
- **Newspaper Publishers**: 12%
- **Cable TV**: 11%
- **Federal Government**: 10%
- **Congress**: 6%

Source: CARAVAN ORC International, January 2014

IN 1 YEAR, NEARLY 90% OF ALL U.S. TELEVISION HOUSEHOLDS WATCH PBS

Source: Nielsen NPower, 9/24/2012-9/22/2013

IN 2013 AMERICANS VIEWED MORE THAN 3 BILLION VIDEOS ACROSS ALL PBS DIGITAL PLATFORMS

Source: Google Analytics, January-December 2013
### PBS provides excellent value for tax dollars

For each of the following services that are funded using tax dollars, please rate the value that you receive. Percent saying each institution is an “excellent” value for the dollar (on a 4-point scale: excellent, good, not too good, poor).

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage saying excellent value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Military Defense</td>
<td>23%</td>
</tr>
<tr>
<td>PBS</td>
<td>19%</td>
</tr>
<tr>
<td>Federal Aid to College Students</td>
<td>10%</td>
</tr>
<tr>
<td>Social Security</td>
<td>10%</td>
</tr>
<tr>
<td>Overseeing Food Safety</td>
<td>9%</td>
</tr>
<tr>
<td>Highways, Roads, Bridges</td>
<td>9%</td>
</tr>
<tr>
<td>Overseeing Drug Safety</td>
<td>8%</td>
</tr>
<tr>
<td>Environmental Protection</td>
<td>7%</td>
</tr>
<tr>
<td>Agricultural Subsidies</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: CARAVAN ORC International, January 2014

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PBS DIGITAL PROPERTIES HAD MORE THAN 823 MILLION VISITS IN 2013

Source: Google Analytics, January-December 2013

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EACH YEAR 217 MILLION PEOPLE WATCH THEIR LOCAL PBS STATION

Source: Nielsen NPowr, 9/24/2012-9/22/2013
PBS is money well spent

Is the money given to PBS stations from government, corporations and individuals money well spent?

77% YES
19% NO

Source: CARAVAN ORC International, January 2014

PBS is #1 in importance

How important is it that each of the following types of television are available?
Percent saying each type of television is “very important” (on a 4-point scale: very important, somewhat important, not too important, not at all important).

55% PBS
30% COMMERCIAL BROADCAST TV
26% CABLE TV

Source: CARAVAN ORC International, January 2014
PBS KIDS is the #1 educational media brand

Which of the following TV/media brands do you believe is the most educational for children?

Percent saying each brand/company is “most educational” for children.

<table>
<thead>
<tr>
<th>Brand</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBS</td>
<td>44%</td>
</tr>
<tr>
<td>Disney</td>
<td>16%</td>
</tr>
<tr>
<td>Nick Jr.</td>
<td>7%</td>
</tr>
<tr>
<td>Disney Jr.</td>
<td>7%</td>
</tr>
<tr>
<td>Sprout</td>
<td>6%</td>
</tr>
<tr>
<td>Nickelodeon</td>
<td>5%</td>
</tr>
<tr>
<td>Cartoon Network</td>
<td>3%</td>
</tr>
<tr>
<td>Disney XD</td>
<td>1%</td>
</tr>
<tr>
<td>The Hub</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: CARAVAN ORC International, January 2014
### PBS helps prepare children for success in school & life

How much do you agree with the statement that ____ helps prepare children for success in school and in life?

Percent saying “agree strongly/agree somewhat” (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PBS</td>
<td>80%</td>
</tr>
<tr>
<td>CABLE TV</td>
<td>33%</td>
</tr>
<tr>
<td>COMMERCIAL BROADCAST TV</td>
<td>47%</td>
</tr>
</tbody>
</table>

Source: CARAVAN ORC International, January 2014

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**USE OF PBS KIDS CONTENT & GAMES BY LOW-INCOME PARENTS & THEIR PRESCHOOL CHILDREN BOOSTS MATH LEARNING & HELPS PREPARE FOR KINDERGARTEN**

Source: PBS KIDS Mathematics Transmedia Suites in Preschool Homes: A Report to the CPB-PBS Ready To Learn Initiative, 2012 WestEd study
PBS helps children learn reading, math & essential skills

How much do you agree with the statement that ____ helps children improve their reading and math skills?

Percent saying “agree strongly/somewhat” (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).

- PBS: 85%
- Cable TV: 47%
- Commercial Broadcast TV: 42%

Source: CARAVAN ORC International, January 2014

Research demonstrates that PBS KIDS content enhances the early literacy skills of kids such as naming letters, letter sounds and understanding stories & print.

Source: Corporation for Public Broadcasting, 2011. Findings from Ready To Learn 2005-2010
PBS KIDS curriculum provides content that addresses essential skills

<table>
<thead>
<tr>
<th>STEM (Science, Technology, Engineering &amp; Math)</th>
<th>LITERACY</th>
<th>SOCIAL &amp; EMOTIONAL DEVELOPMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAT IN THE HAT</td>
<td>SUPER WHY!</td>
<td>DANIEL TIGER’S NEIGHBORHOOD</td>
</tr>
<tr>
<td>DINOSAUR TRAIN</td>
<td>SESAME STREET</td>
<td>SESAME STREET</td>
</tr>
<tr>
<td>CURIOUS GEORGE</td>
<td>MARTHA SPEAKS</td>
<td>ARTHUR</td>
</tr>
<tr>
<td>SESAME STREET</td>
<td>WORDGIRL</td>
<td>CLIFFORD THE BIG RED DOG</td>
</tr>
<tr>
<td>SID THE SCIENCE KID</td>
<td>THE ELECTRIC COMPANY</td>
<td>THOMAS &amp; FRIENDS™</td>
</tr>
<tr>
<td>WILD KRATTS</td>
<td></td>
<td>CAILOU</td>
</tr>
<tr>
<td>PEG + CAT</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

IN ONE MONTH, MORE THAN 12 MILLION KIDS VISIT pbskids.org

Source: Google Analytics, January 2014
PBS KIDS is #1 in innovation

How much do you agree with the statement that _____ is the innovator in children’s educational media?

Percent saying “agree strongly/agree somewhat” (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).

- **PBS**: 79%
- **CABLE TV**: 44%
- **COMMERCIAL BROADCAST TV**: 37%

Source: CARAVAN ORC International, January 2014
PBS is the undisputed leader in children's programming

How much do you agree with the statement that _____ is the undisputed leader in children's programming?

Percent saying “agree strongly/agree somewhat” (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).

- **PBS**: 74%
- **CABLE TV**: 42%
- **COMMERCIAL BROADCAST TV**: 33%

Source: CARAVAN ORC International, January 2014
How much do you agree with the statement that _____ is a trusted and safe place for children to watch television?

Percent saying “agree strongly/somewhat” (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).

- **PBS**: 87%
- **COMMERCIAL BROADCAST TV**: 51%
- **CABLE TV**: 49%

Source: CARAVAN ORC International, January 2014
PBS is a trusted & safe place to visit online

How much do you agree with the statement that ____ is a trusted and safe place for children to visit online?

Percent saying “agree strongly/somewhat” (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).

- **PBS**: 76%
- **COMMERCIAL BROADCAST TV**: 40%
- **CABLE TV**: 37%

Source: CARAVAN ORC International, January 2014
PBS KIDS serves all children

On TV
PBS KIDS attracts a higher proportion of viewers from Hispanic, African American and low-income homes compared to their representation in the U.S. population.
PBS KIDS program audience (green) indexed to total U.S. population (red).

Source: Nielsen NPower, all PBS KIDS programs, 4th quarter cume 2013

Online
PBSKIDS.org attracts a higher proportion of web users of Hispanic and African American descent compared to their representation in the average U.S. web audience.
PBSKIDS.org ethnicity demographics (green) versus total U.S. web audience (red).

Source: comScore PlanMetrix, November 2013
People learned something new from PBS

Thinking back over the past year when you watched PBS on television, online or on a mobile device, did you learn something new from any of the content?

YES 77%

NO 18%

Source: CARAVAN ORC International, January 2014

PBS LearningMedia is used by more than 1.3 million PreK-12 teachers nationwide

28 million students nationwide are impacted by PBS LearningMedia
PBS is the most fair

When it comes to news coverage, investigations and discussions of major issues, would you say these networks’ programs are strongly liberal, moderately liberal, moderately conservative, strongly conservative or mostly fair?

<table>
<thead>
<tr>
<th>Network</th>
<th>Strongly Liberal</th>
<th>Moderately Liberal</th>
<th>Moderately Conservative</th>
<th>Strongly Conservative</th>
<th>Mostly Fair</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBS</td>
<td>35%</td>
<td>45%</td>
<td>15%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>40%</td>
<td>36%</td>
<td>18%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NPR</td>
<td>31%</td>
<td>35%</td>
<td>15%</td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td>44%</td>
<td>34%</td>
<td>16%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>41%</td>
<td>34%</td>
<td>17%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CNN</td>
<td>43%</td>
<td>33%</td>
<td>18%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MSNBC</td>
<td>47%</td>
<td>28%</td>
<td>16%</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fox News Channel</td>
<td>19%</td>
<td>26%</td>
<td>50%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: CARAVAN ORC International, January 2014. May not total 100% due to rounding.
How well do PBS programs – for both children and adults – address these items?  Percent saying “addresses very well” (on a 4-point scale: very well, moderately well, not very well, not well at all).

- Provide people access to arts & culture: 58%
- Improve literacy: 50%
- Promote an understanding of American history: 48%
- Promote an understanding of science & technology: 47%
- Inform people of America’s ethnic & cultural diversity: 43%
- Provide access to a variety of viewpoints: 42%
- Inform people of important political & social issues: 35%
- Inform people about health issues: 34%

Source: CARAVAN ORC International, January 2014

PBS IS 8TH MOST WATCHED NETWORK

Source: Nielsen Live+7; HH Total US AA%; M-S 8p-11p; 9/24/2012-9/22/2013
**PBS: most frequently turned to for arts programming**

Where do you look for television programming on the arts, such as music performances, dance, drama, opera or the visual arts?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBS</td>
<td>59%</td>
</tr>
<tr>
<td>Traditional network channels</td>
<td>43%</td>
</tr>
<tr>
<td>Basic cable channels</td>
<td>43%</td>
</tr>
<tr>
<td>HBO or other premium cable channels</td>
<td>26%</td>
</tr>
<tr>
<td>Ovation Network</td>
<td>10%</td>
</tr>
<tr>
<td>Never look for</td>
<td>9%</td>
</tr>
<tr>
<td>Other places</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: CARAVAN ORC International, January 2014

PBS and its local member stations ensure that the worlds of music, theater, dance and art remain available and free to all Americans, many of whom might never have the opportunity to experience them otherwise.
Which of the following media outlets provide the most varied arts and cultural programming?

- PBS: most varied arts & cultural programming
- Basic cable channels: 42%
- Traditional network channels: 39%
- HBO/other premium cable channels: 27%
- Ovation Network: 13%
- Other: 7%

In 2012-13, PBS offered more than 480 hours of arts & cultural programming.

In 2012-13, more than 104 million people watched arts & cultural programming on PBS.

Source: ORC International, January 2014

Source: Nielsen NPower, 9/24/2012-9/22/2013
PBS, with its over 350 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and online content.

Each month, PBS reaches nearly 109 million people through television and over 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. PBS’ premier children’s TV programming and its website, pbskids.org, are parents’ and teachers’ most trusted partners in inspiring and nurturing curiosity and love of learning in children.

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 devices. Specific program information and updates for press are available at pbs.org/pressroom or by following PBS Pressroom on Twitter.