TODAY’S PBS
TRUSTED VALUED ESSENTIAL
2017
For more information about how PBS and local stations deliver outstanding return on investment to the nation, visit: valuepbs.org
Working collaboratively with nearly 350 independently owned and operated local member stations,

PBS fulfills our essential mission to the American public by providing trusted programming that is uniquely different from commercial broadcasting, treating our audiences as citizens, not simply consumers. We provide the nation with high-quality content and educational services that reach people anywhere they are – providing universal access in innovative ways that seize the opportunities made possible by digital technology.

Across genres and across platforms, PBS and local stations tell smart, engaging stories that invite everyone to explore new ideas and broaden personal horizons with content that expands the minds of children; programs that ensure the worlds of music, theater, dance and art remain accessible to all Americans; documentaries that open up new worlds; and non-commercialized news programs that keep citizens informed on world events and cultures. This commitment has inspired the American public to name PBS the country’s most trusted public institution for 14 consecutive years.

Public media is made possible through an effective public-private partnership that combines critical seed money from the federal government with funds from corporations, foundations and, of course, viewers. Donations from viewers to their local stations are the single largest source of funding for our system.

This report presents the results of a national survey conducted by Marketing & Research Resources, Inc. (M&RR), January 2017. Questions were fielded on the phone as a stand-alone survey during the window of January 3-10, 2017. The survey was conducted among a sample of 601 landline and 401 cell phones. The sample consisted of 1,002 adults ages 18+, 484 men and 518 women. The results are weighted to be nationally representative of the US adult population.
For each organization, please indicate your level of trust:
A great deal, somewhat, not very much, or not at all.

Percent saying they trust the organization “A great deal”.

(On a 4-point scale: A great deal, Somewhat, Not very much, Not at all.)

Source: Marketing & Research Resources, Inc. (M&RR), January 2017
IN 2016, PBS WON 14 NEWS & DOCUMENTARY EMMY® AWARDS more than any other organization, including 7 for FRONTLINE, more than any other individual series.

OVER THE COURSE OF A YEAR, 82% OF ALL U.S. TELEVISION HOUSEHOLDS — AND 200 MILLION PEOPLE — WATCH PBS.

The demographic breakdown of PBS’ full-day audience reflects the overall U.S. population with respect to race/ethnicity, education and income.


EACH MONTH, NEARLY 100 MILLION PEOPLE WATCH THEIR LOCAL PBS STATION.

Source: Nielsen NPower, 10/2015–9/2016

EACH MONTH, PBS CONTENT IS STREAMED AN AVERAGE OF 367 MILLION TIMES ACROSS ALL PBS AND STATION DIGITAL PLATFORMS.

Source: Google Analytics, 1/1/2016-12/31/2016

A TRUSTED & VALUED PUBLIC INSTITUTION
Among parents of children 18 and under: Which of the following media providers do you believe is the most educational for children?

Note: 15% of survey respondents indicated “I don’t know”
Source: Marketing & Research Resources, Inc. (M&RR), January 2017
ON-AIR
PBS KIDS attracts a higher proportion of viewers from African-American, Hispanic and low-income homes compared to their representation in the U.S. population.

Source: Nielsen NPOWER L+7, 9/19/16-12/25/16
PBS Child Multi-weekly Program Reach, HH (000) vs. UE

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 PlanMetrix May 2016
OFFERS OVER 120,000 PREK-12 DIGITAL RESOURCES

Source: PBS LearningMedia

TEST SCORES OF CHILDREN WHO INTERACTED WITH ODD SQUAD CONTENT INCREASED 14% FROM THEIR PRE-TEST AVERAGE SCORE ON MEASURES OF KNOWLEDGE OF ALGEBRAIC THINKING AND NUMBERS & OPERATIONS

Source: Odd Squad Learning Math with PBS KIDS Transmedia Content at School and at Home, WestEd, 2015

ON AVERAGE, STUDENTS IN CLASSROOMS USING PBS LEARNINGMEDIA CONTENT OUTPERFORMED NATIONAL ASSESSMENT NORMS BY 10 PERCENTAGE POINTS

Source: PBS Learn More Report; 2015 (pbslearningmedia.org/research)

MORE THAN 1.8 MILLION USERS HAVE REGISTERED access to PBS LEARNINGMEDIA

Source: PBS LearningMedia
THE AMERICAN ACADEMY OF PEDIATRICS (AAP) RECENTLY RELEASED NEW GUIDELINES TO HELP FAMILIES BALANCE MEDIA AND EVERYDAY LIFE, PLACING GREATER EMPHASIS ON THE QUALITY OF THE MEDIA KIDS INTERACT WITH, RATHER THAN THE QUANTITY, AND POINTING TO PBS KIDS AS A LEADING RESOURCE FOR EDUCATIONAL PROGRAMMING.

The guidelines were released in October 2016.

PBS STATIONS REACH MORE KIDS AGE 2-5, MORE MOMS WITH YOUNG CHILDREN, AND MORE CHILDREN FROM LOW-INCOME FAMILIES THAN ANY OTHER KIDS TV NETWORK.


MORE THAN TWO-THIRDS OF ALL KIDS AGES 2-8 WATCH PBS.


MORE THAN TWO-THIRDS OF ALL KIDS AGES 2-8 WATCH PBS.
NEW 24/7 CHANNEL & LIVE STREAM

24/7 CHANNEL
FREE TO EVERYONE

FIRST-EVER PBS KIDS

INCLUDES MORE THAN 20 AWARD-WINNING
PBS KIDS PROGRAMS, LIKE
DANIEL TIGER’S NEIGHBORHOOD,
WILD KRATTS & NATURE CAT

AVAILABLE THROUGH
108 PBS LICENSEES,
TO 90 PERCENT
OF U.S. TV HOUSEHOLDS
BY THE END OF 2017

AVAILABLE TO STREAM THROUGH
PBSKIDS.ORG
AND
THE PBS KIDS VIDEO APP
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.