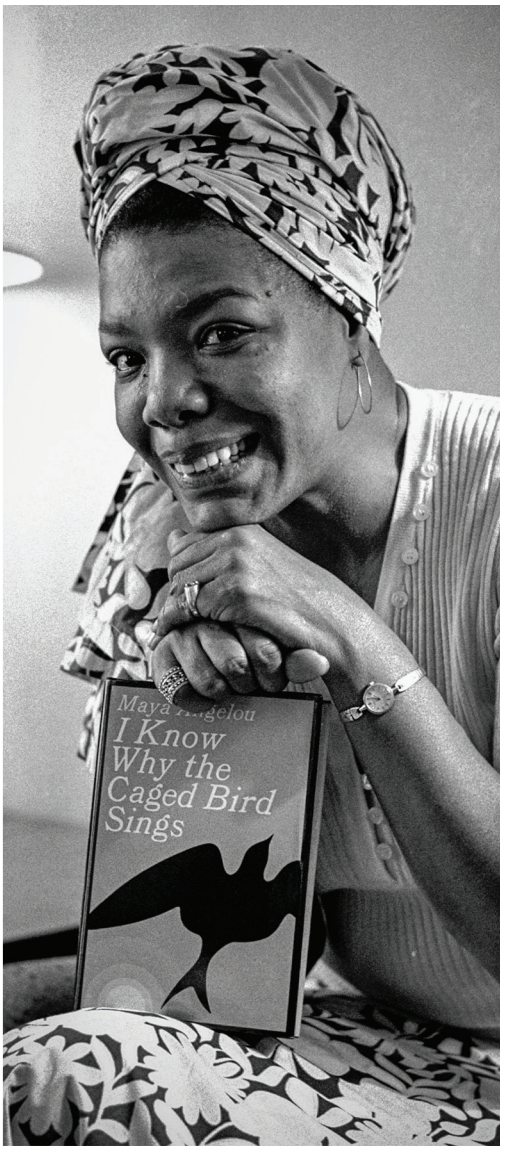
TODAY'S PBS

TRUSTED VALUED ESSENTIAL

2017

PBS



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.

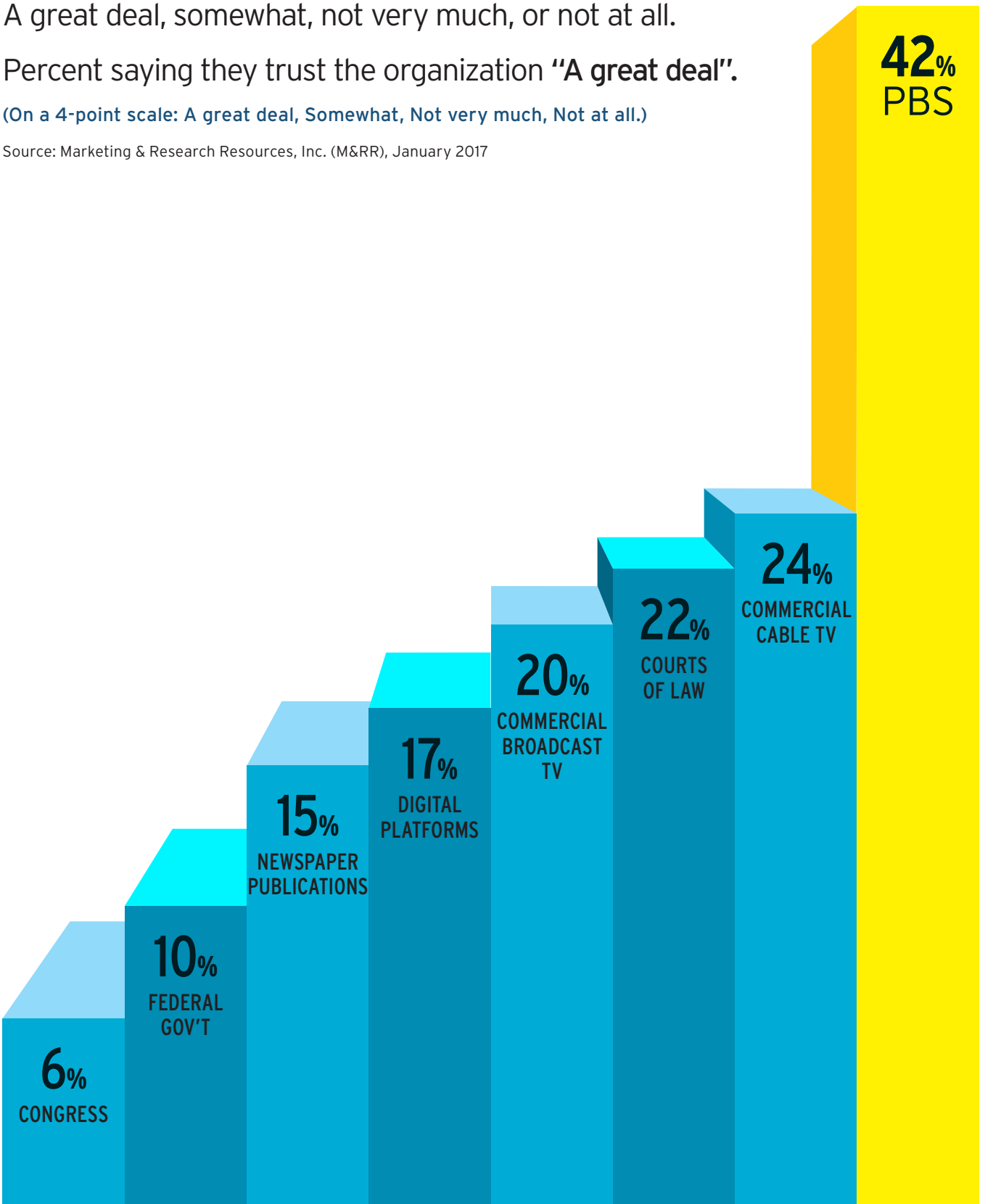
PBS is #1 in public trust

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



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

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

Source: Nielsen NPower, 9/21/2015-9/18/2016

EACH MONTH, NEARLY

100 MILLION

PEOPLE WATCH THEIR
LOCAL PBS STATION

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

PBS KIDS is the #1 educational media brand

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

PBS KIDS serves all children

ON-AIR

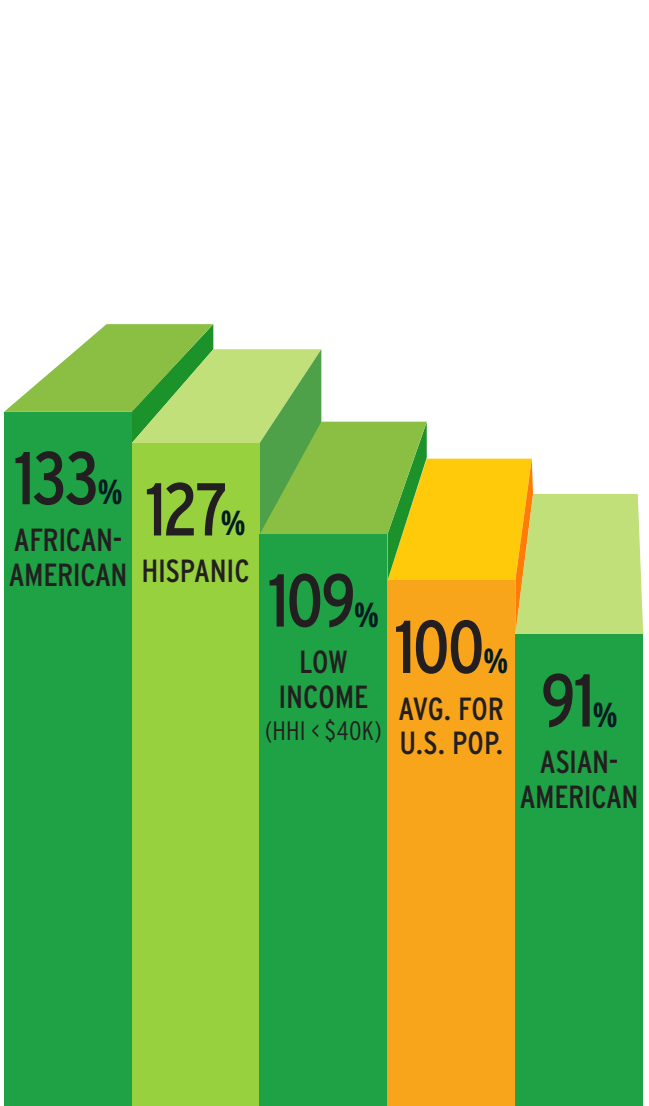
PBS KIDS attracts a higher proportion of viewers from **African-American**, **Hispanic** and **low-income** homes compared to their representation in the U.S. population.

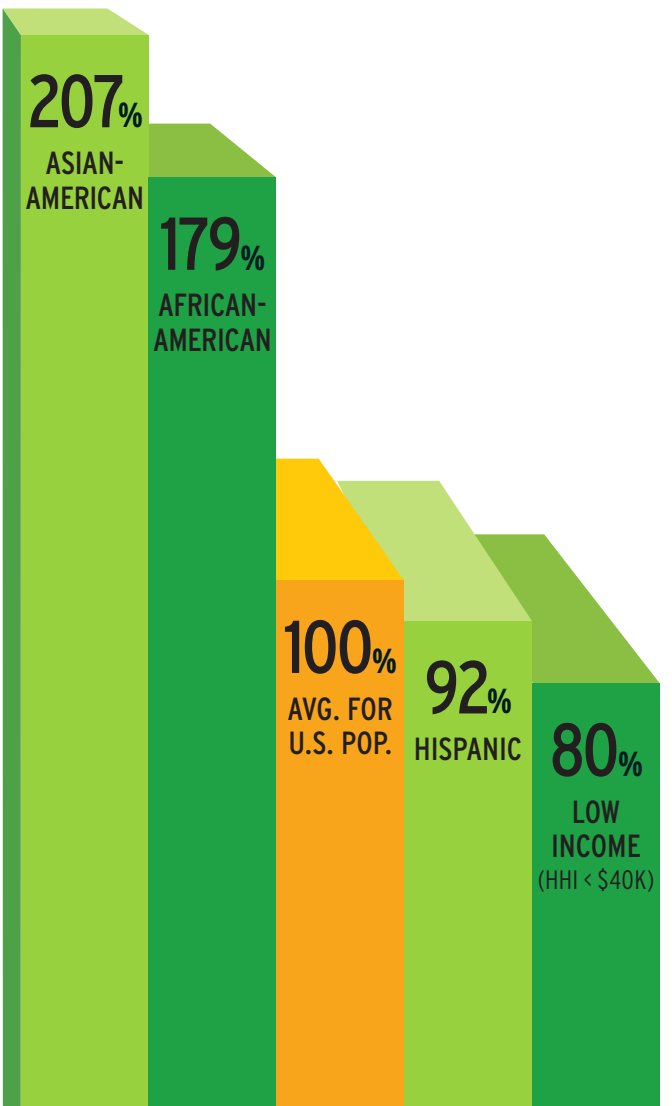
Source: Nielsen NPOWER L+7, 9/19/16–12/25/16
PBS Child Multi-weekly Program Reach, HH (000) vs. UE

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





PBS PROVIDES IMPACTFUL EDUCATIONAL RESOURCES

PBS LearningMedia

OFFERS OVER

120,000

PREK-12

DIGITAL RESOURCES

Source: PBS LearningMedia

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)

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

MORE THAN

1.8 MILLION

USERS

HAVE REGISTERED

access to

PBS LEARNINGMEDIA

Source: PBS LearningMedia

PBS KIDS REACHES THE MOST CHILDREN

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

Source: Nielsen NPower, 9/21/2015-9/18/2016

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

Source: Nielsen NPower, 9/21/2015-9/18/2016

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

NEW 24/7 CHANNEL & LIVE STREAM

24/7

FIRST-EVER PBS KIDS 24/7 CHANNEL

FREE TO EVERYONE

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

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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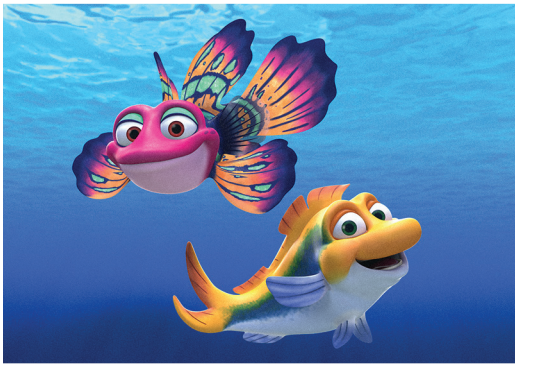

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