



**Today's PBS**

**America's Largest Classroom**

**A Trusted Window To The World**

**The Nation's Largest Stage**

Be more.



**PBS.**





With its nearly 360 member stations across the nation, PBS is America's largest classroom, the nation's largest stage for the arts and a trusted window to the world – all at the cost of about \$1.35 per person per year in federal funds. The critical percentage of public broadcasting's overall budget that comes from the federal appropriation is the foundation of PBS' capacity to serve all Americans with content and services they rely on.

Public television fulfills its essential mission to the American public by providing trusted content that is unique from commercial broadcasting, treating its audiences as citizens, not simply consumers.

PBS' commitment to use media for the public good has earned the trust and respect of the American people. For the ninth consecutive year, the American public has rated PBS the most trustworthy institution among nationally known organizations and an excellent use of tax dollars. People across the nation have also named PBS the most educational media brand\*, the undisputed leader in children's programming and a trusted and safe place for children to watch television and visit online for the fourth year in a row. In addition, PBS is the #1 source of media content for preschool teachers and the #1 place parents turn for preschool video online.

The value, trust and appreciation that the American people have for public broadcasting are based on the services public television provides, including content that expands the minds of children, documentaries that open up new worlds, non-commercialized news series that keep citizens informed on world events and programming that brings the arts, theater and music to people, wherever they live.

The "Trust Tracker" study was conducted online within the United States by Harris Interactive on behalf of PBS from January 20-24, 2012 among 2,500 adults ages 18 and older. The "Importance" study survey was conducted online within the United States by Harris Interactive on behalf of PBS from January 23-25, 2012 among 2,217 adults ages 18 and older and also from February 15-17, 2012 among 2,500 adults ages 18 and older. The "Arts" study was conducted online within the United States by ORC International on behalf of PBS from November 7-9, 2011, among 1011 adults ages 18 and older. The supplemental survey to the "Trust Tracker" study conducted online within the United States by ORC International on behalf of PBS from January 12-15 2012, among 1027 adults ages 18 and older. These online surveys are not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Katherine Jessup, PBS Research.

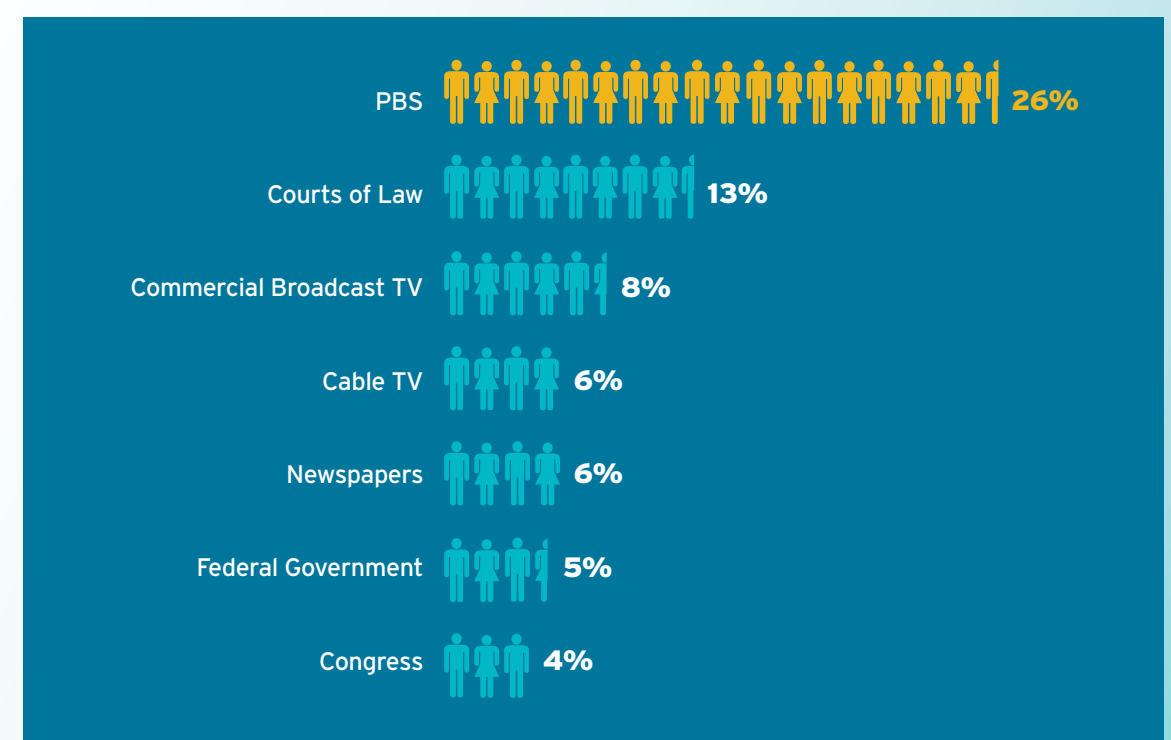
\*Attributed to ORC International - Online Caravan, January 2012

# A Trusted & Valued Public Institution

## PBS is #1 in public trust

How much do you trust each organization?

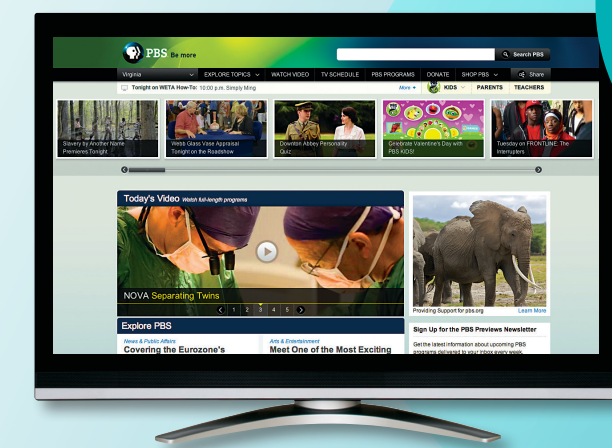
Percent saying they trust the organization "a great deal" (on a 4-point scale: a great deal, somewhat, not too much, not at all).



Source: Harris Interactive Trust QuickQuery, February 2012

91% of all U.S. television households watch PBS.

Source: Nielsen NPower, 9/27/10-9/18/11



PBS has more than 21 million unique visitors to its sites each month – an average of more than 11 million to PBS.org and nearly 10 million to PBSKIDS.org.

Source: Google Analytics and The Platform, 11/2011

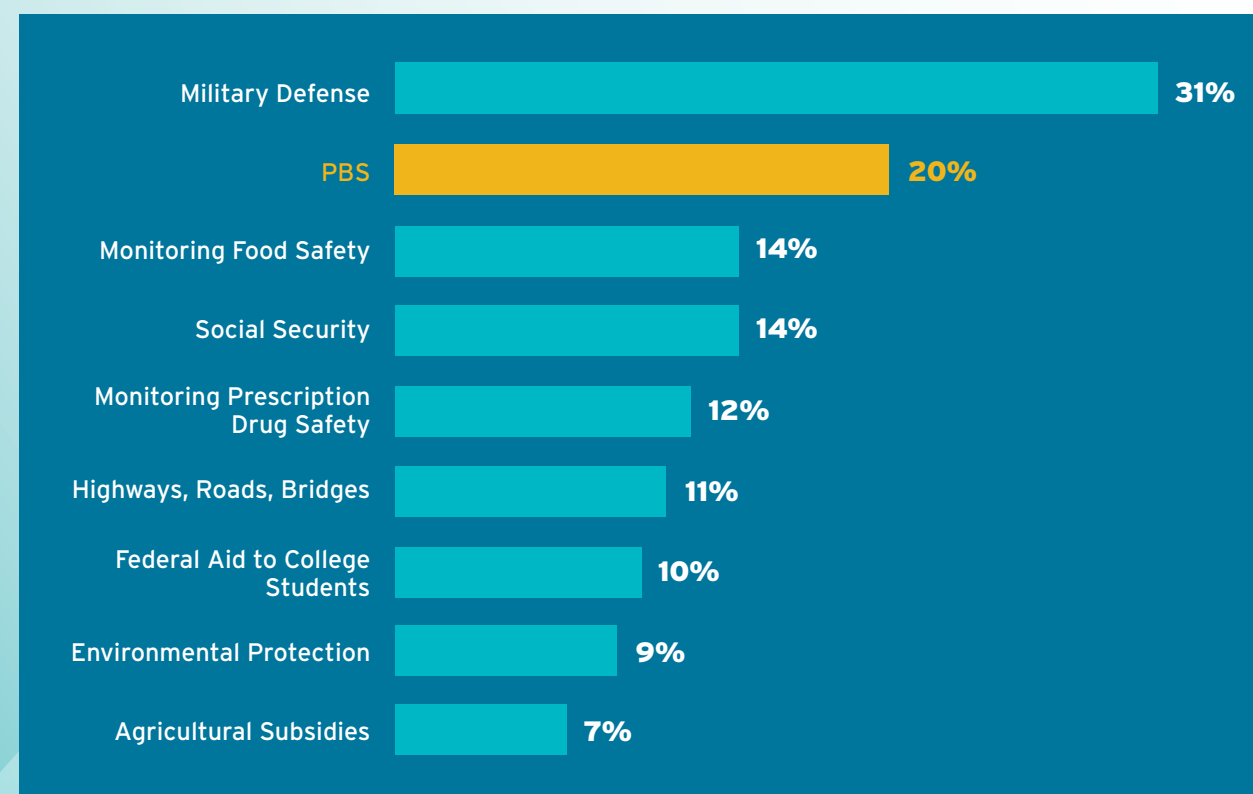


## A Trusted & Valued Public Institution

### 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).



Source: Harris Interactive Trust QuickQuery, February 2012

In a typical month, close to **123 million** people watch their local PBS stations.

Source: NTI NPower, 10/2011

For every **\$1** of federal funding invested in public television, PBS member stations raise **\$6**.

### PBS is money well spent

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

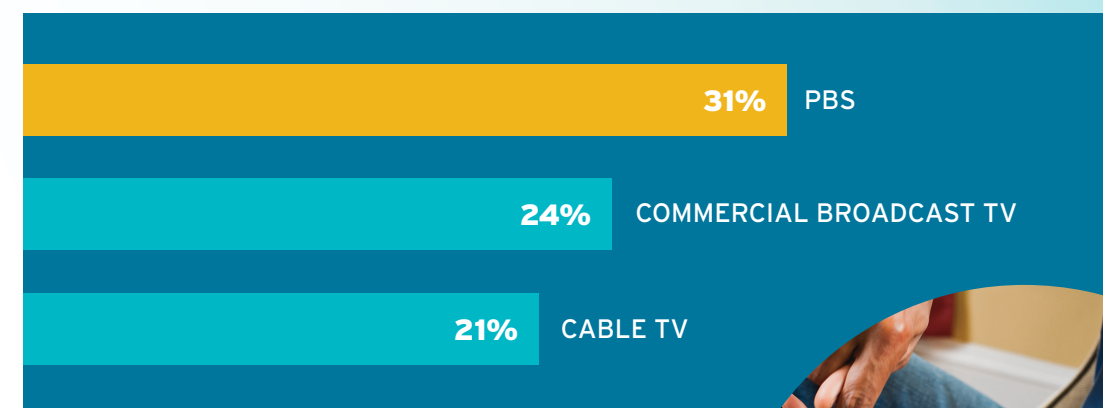


Source: Harris Interactive Trust QuickQuery, January 2012

### 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, important, somewhat important, not at all important).



Source: Harris Interactive Trust QuickQuery, January 2012

PBS' online video player offers more than **2,000 hours** of free national content and **4,000 hours** of free local content.





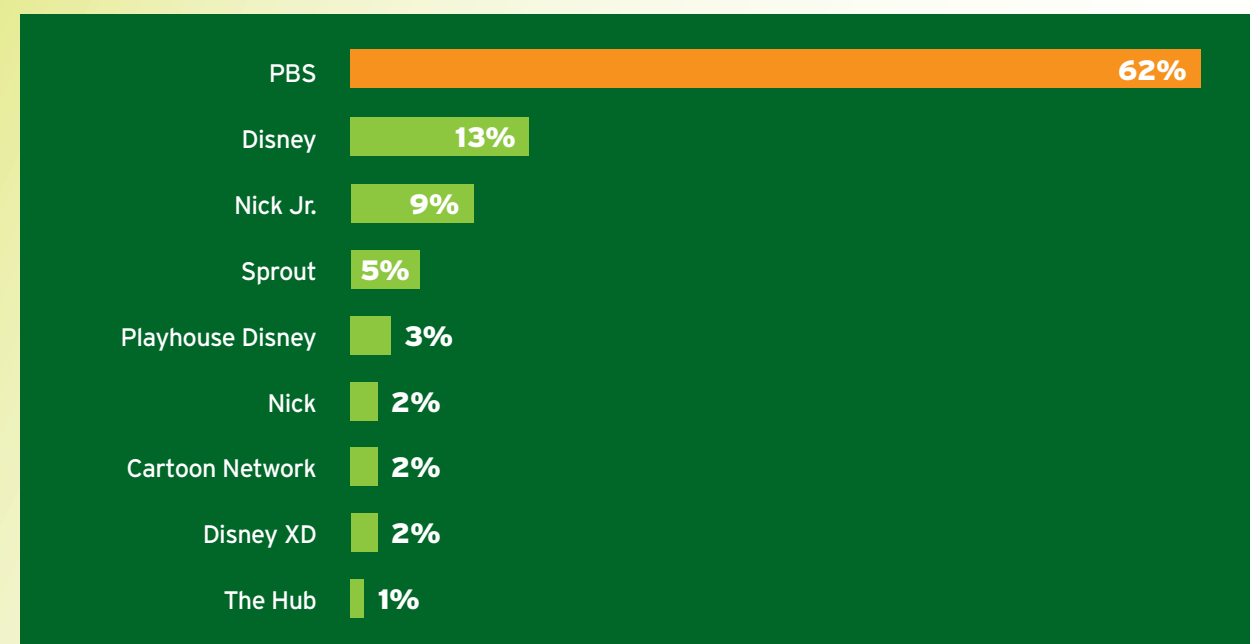


## America's Largest Classroom

### PBS KIDS is the #1 educational media brand

Which one 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.

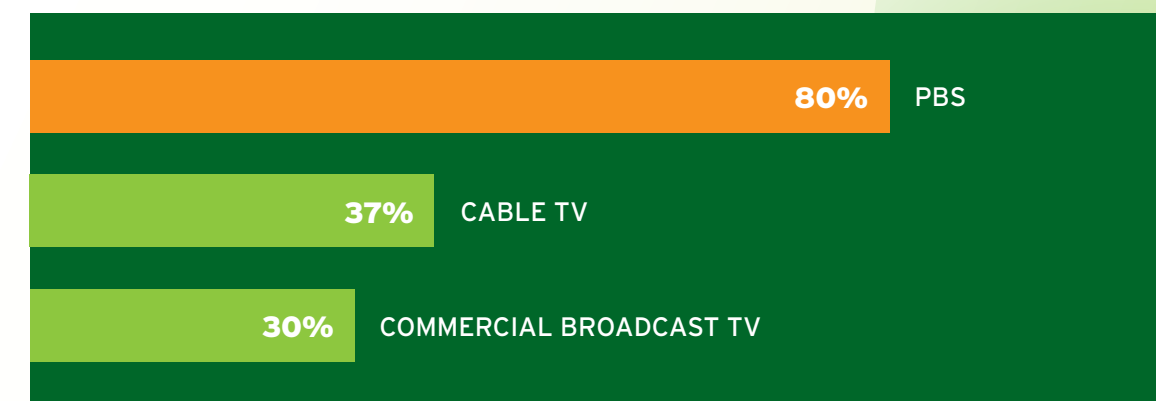


Source: ORC International - Online Caravan, January 2012

### PBS helps prepare children for success in school and life

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

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



Source: Harris Interactive Importance QuickQuery, January 2012



**79% of all kids age 2-11 watch PBS.**

Source: Nielsen NPower, 9/27/10-9/18/11



**In a research evaluation, after viewing episodes from SESAME STREET's recent STEM season (Science, Technology, Engineering and Math), children increased their ability to articulate scientific concepts - such as hypothesis and investigation - by 100%.**

Source: Brooks, M.K., Kotler, J.A., Gartner, T., & Truglio, R.T. (2012, May). *The words on the street are nature and science: An evaluation of Sesame Street's curriculum*. Paper to be presented at the annual meeting of the International Communication Association, Phoenix, Arizona.

**PBS KIDS offers 6 literacy series and 11 series on science, technology, engineering and math.**



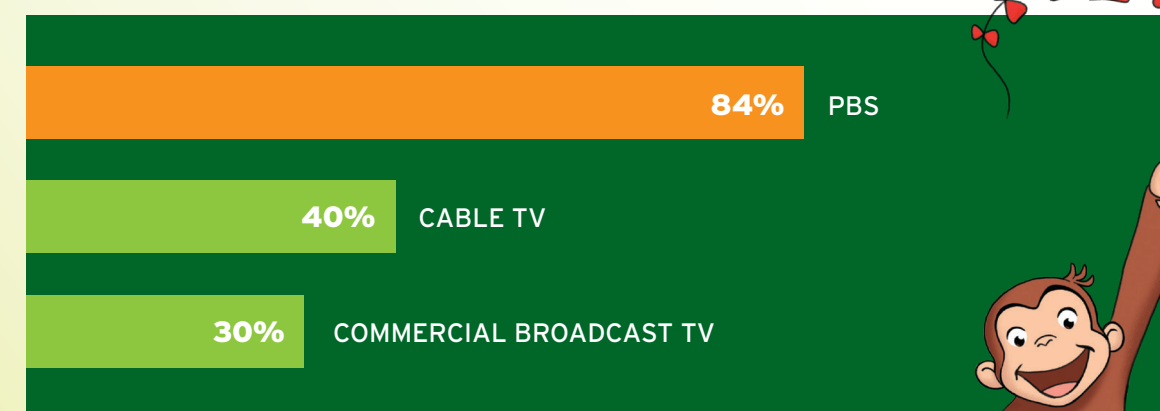


## America's Largest Classroom

### PBS helps children learn reading, math and essential skills

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

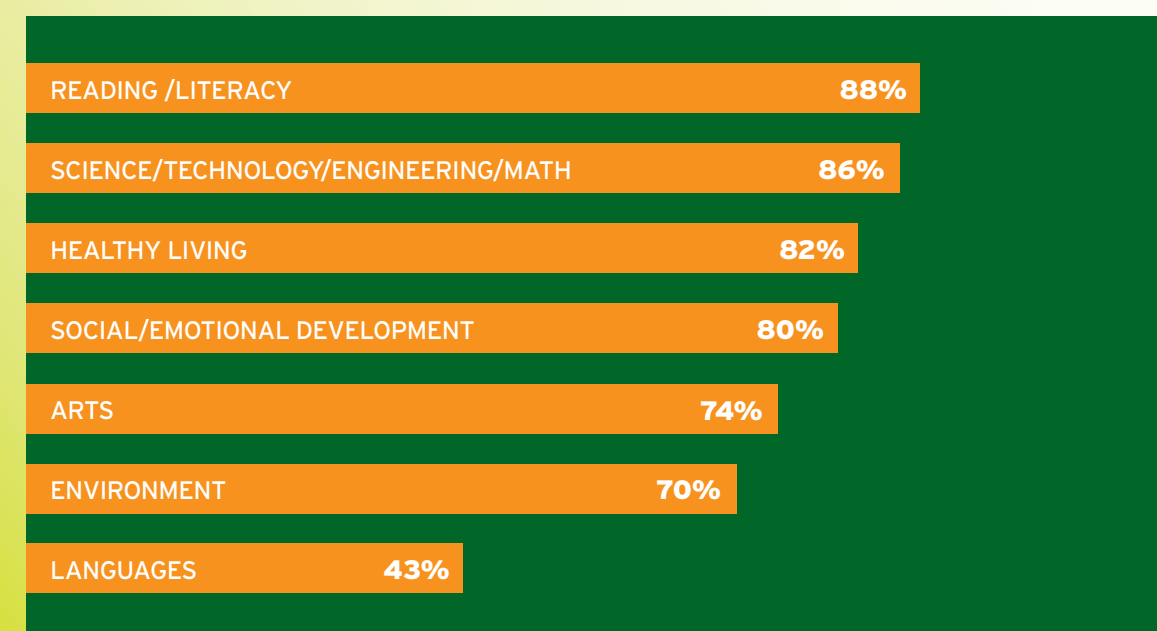
Percent saying "agree strongly/somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).



Source: Harris Interactive Importance QuickQuery, January 2012

How important is it for PBS KIDS to focus on the following topics by providing programming and services to children and families?

Percent saying very important/important (on a 4-point scale: very important, important, somewhat important, not at all important).



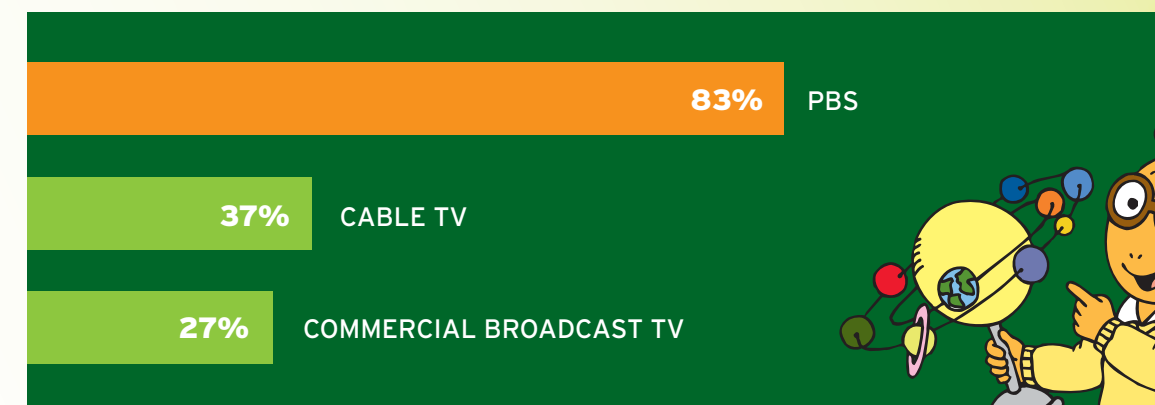
Source: Harris Interactive Importance QuickQuery, January 2012



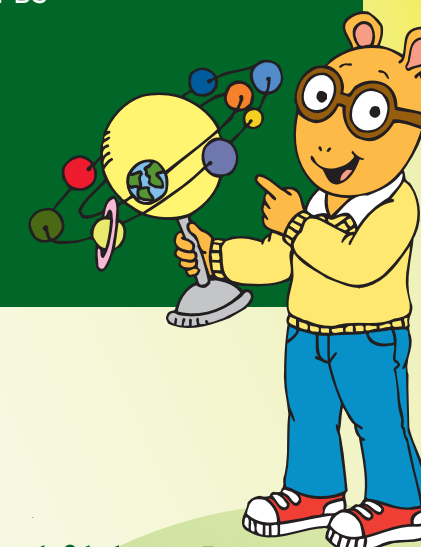
### PBS KIDS is #1 in innovation

How much do you agree with the statement that \_\_\_\_ is the innovator in children's educational media?

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



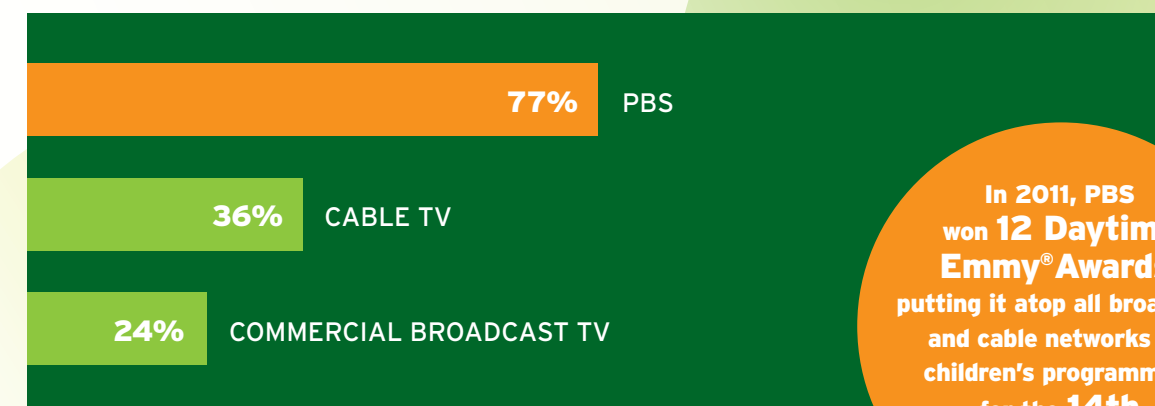
Source: Harris Interactive Importance QuickQuery, January 2012



### 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/somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).



Source: Harris Interactive Importance QuickQuery, January 2012

In 2011, PBS won 12 Daytime Emmy® Awards, putting it atop all broadcast and cable networks for children's programming for the 14th consecutive year.



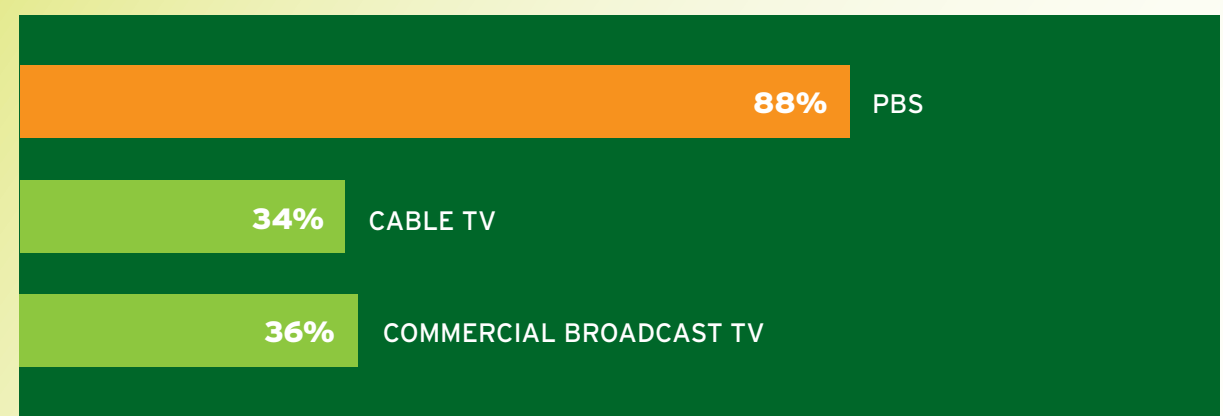


# America's Largest Classroom

## PBS is a trusted and safe place for children to watch television

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).

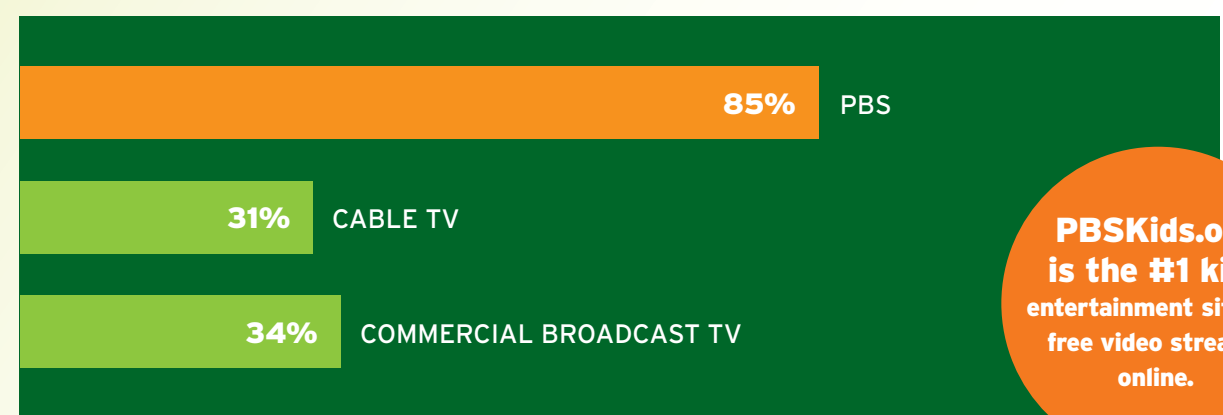


Source: Harris Interactive Importance QuickQuery, January 2012

## PBS is a trusted and safe place for children 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).



Source: Harris Interactive Importance QuickQuery, January 2012

**PBSKids.org is the #1 kid's entertainment site for free video streams online.**

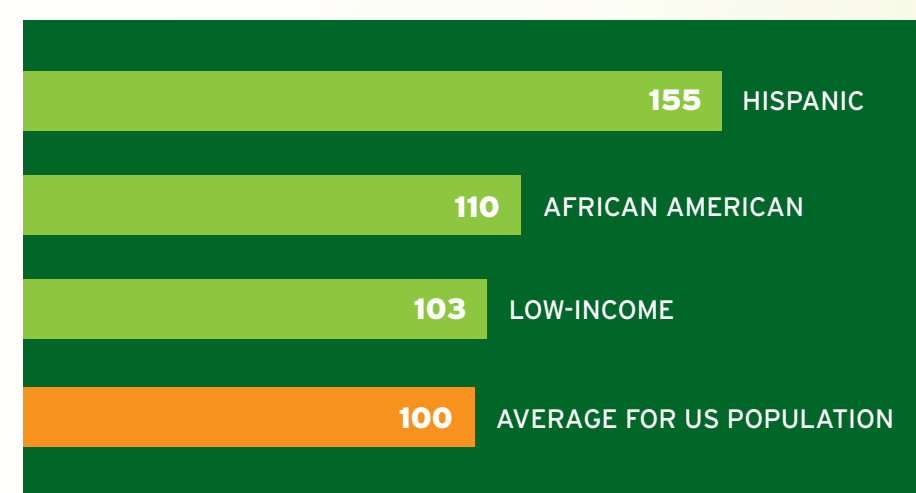
Source: comScore Video Metrix, 11/2011

## 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 audience (green) versus total U.S. population (orange).



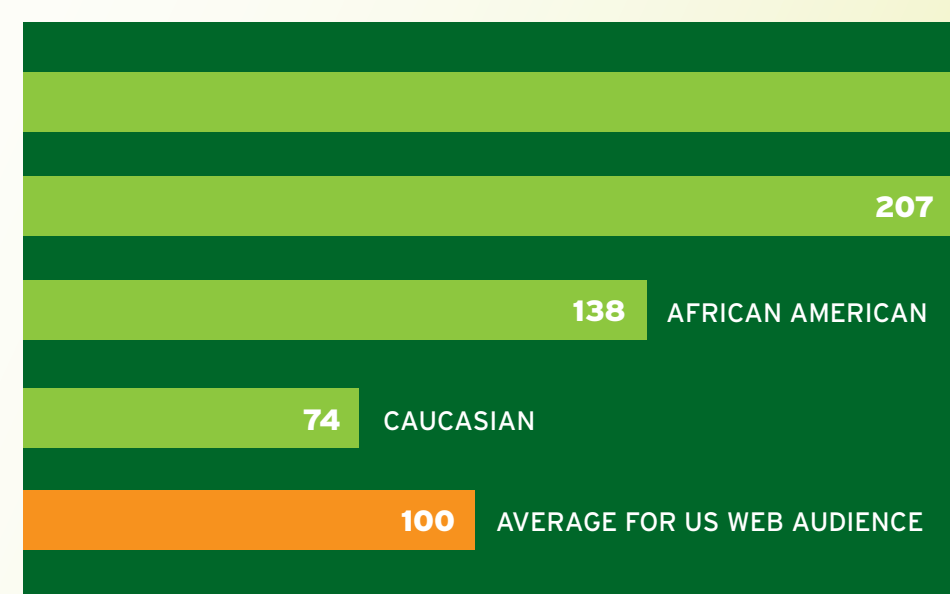
Source: NTI, PBS fourth quarter cume 2011



### Online

PBSKIDS.org attracts a higher proportion of web users of Asian, 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 (orange).



Source: Quantcast, November 2011

While 98% of lower-income children have a TV, just 53% have access to cable or satellite programming\*. PBS reaches nearly 99% of homes in the US, giving nearly all kids access to what is often their only source of educational TV.

Source: \*Zero to Eight, Children's Media Use in America. A Common Sense Media Research Study, Fall 2011, Common Sense Media.

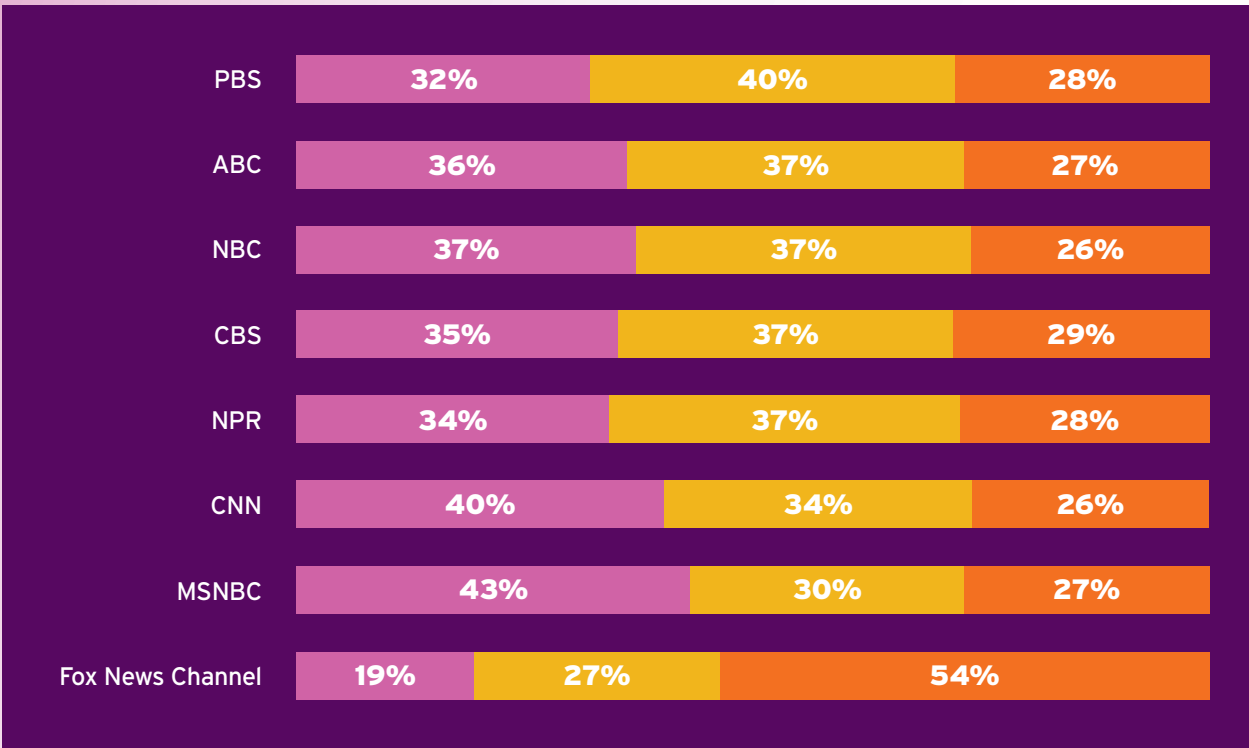




# A Trusted Window To The World

## 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?

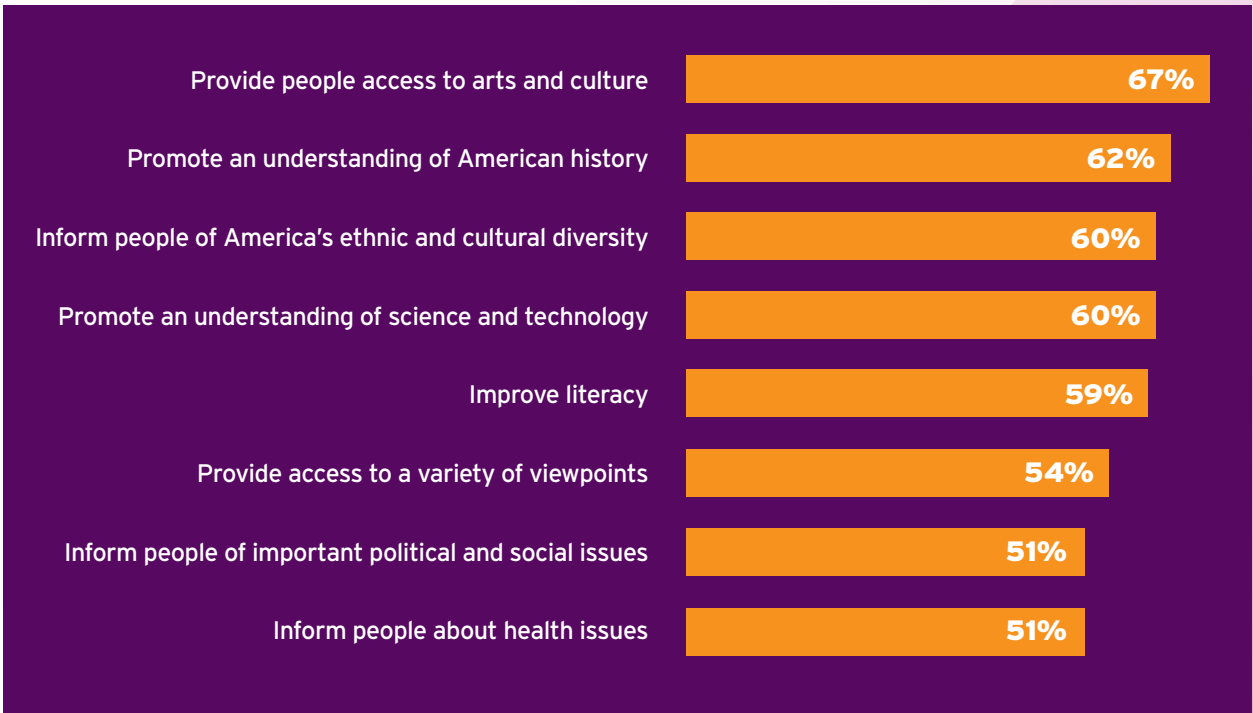


Source: ORC International - Online Caravan, January 2012. May not total 100% due to rounding. ■ Liberal ■ Mostly Fair ■ Conservative

## PBS is a leader in addressing important issues

How well do PBS programs – for both children and adults – address these items?

Percent saying addresses very well/well (on a 4-pt scale: very well, well, somewhat well, not at all well).



Source: Harris Interactive Trust QuickQuery, January 2012



More voters trust PBS than any other television news source.

Source: Poll Results, Public Policy Polling, 01/18/2012



PBS' primetime rating for news and public affairs programming is 60% higher than CNN.

Source: Nielsen NPower, 9/20/2010-9/18/2011

PBS won 9 Peabody Awards – more than any other organization. Public media received more than a third of all the Peabodys awarded in 2011.



PBS won 32 Emmy® Awards in 2011 and received the esteemed Chairman's Award for PBS NewsHour.

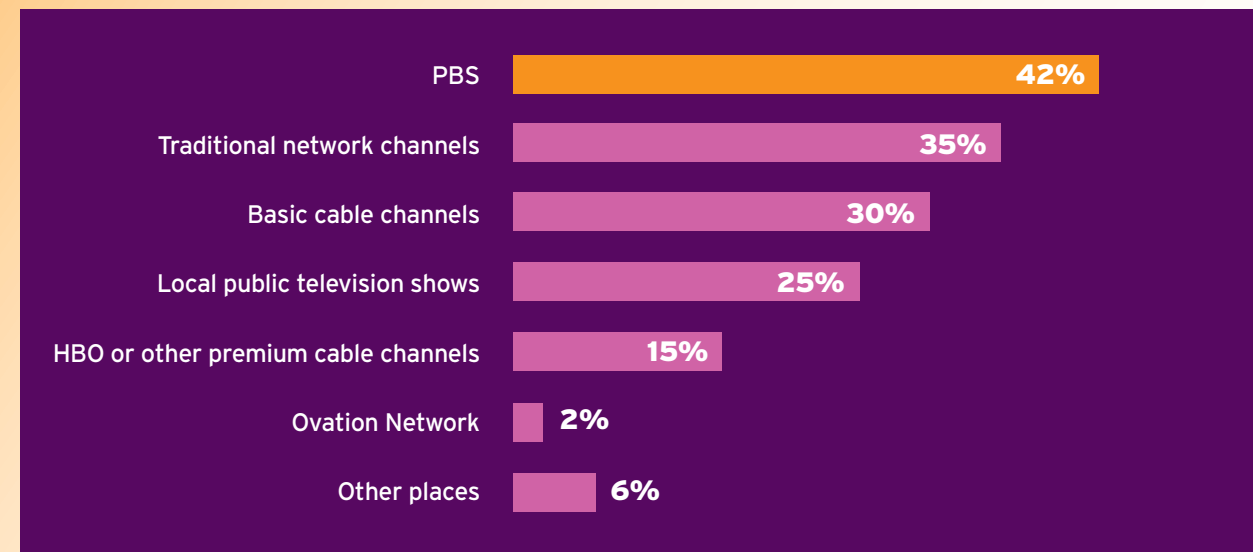




## The Nation's Largest Stage

### PBS: Most frequently turned to for arts programming

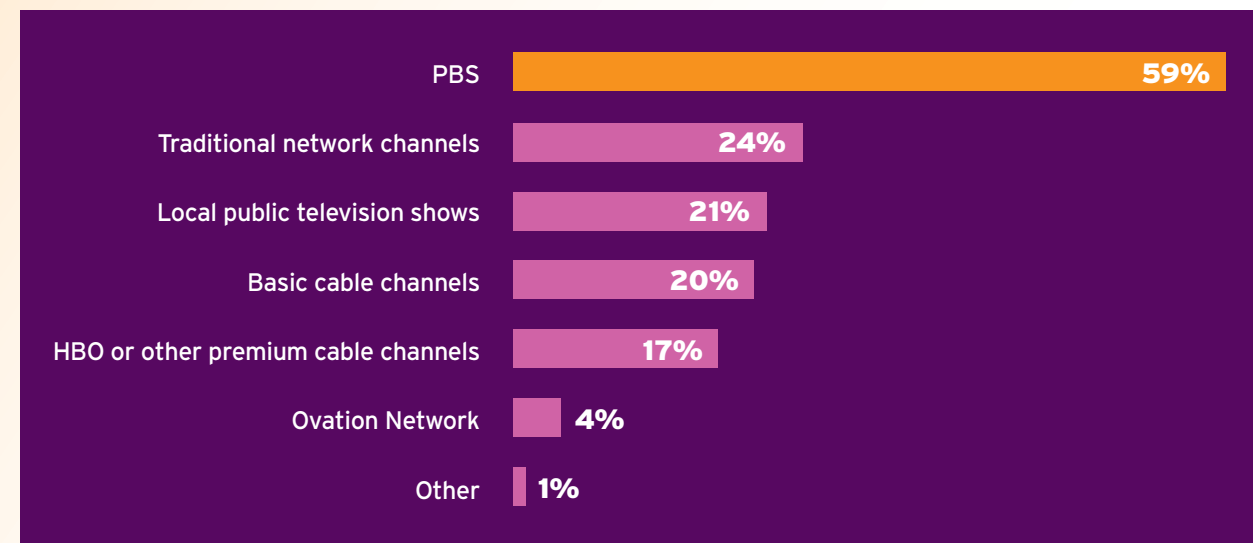
Where do you look for television programming on the arts, such as music performances, dance, drama, opera or the visual arts?



Source: ORC International - Online Caravan, November 2011

### PBS: Most varied arts & culture programming

Which of the following media outlets provide the most varied arts and culture programming?



Source: ORC International - Online Caravan, November 2011

PBS ensures the worlds of music, theater, dance and art remain available to all Americans, many of whom might never have the opportunity to experience them otherwise.

# PBS arts

Last year  
PBS offered more  
than **500 hours**  
of arts and cultural  
programming.

Last year  
more than  
**61 million** people  
watched music, dance,  
theater, performances  
and other arts-related  
programming  
on PBS.



Source: Nielsen NPower,  
01/01/2011-12/31/2011

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our North American and European offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us - and our clients - stay ahead of what's next. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

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PBS, with its nearly 360 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and online content.

Each month, PBS reaches 123 million people through television and 21 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](http://pbskids.org), are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children.

Explore more at [pbs.org](http://pbs.org), one of the leading dot-org websites on the Internet, or by following PBS on Twitter, Facebook or through PBS apps for mobile devices. Specific program information and updates for press are available at [pbs.org/pressroom](http://pbs.org/pressroom) or by following PBSPressroom on Twitter.

Be more.



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