

Today's PBS

Trusted Valued Essential



Be more.



PBS



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.



A Trusted & Valued Public Institution

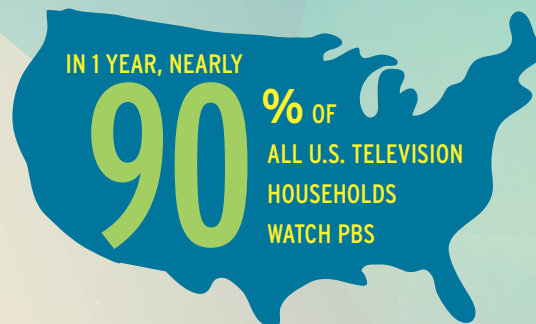
PBS is #1 in public trust

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 very much, not at all).



Source: CARAVAN ORC International, January 2014



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

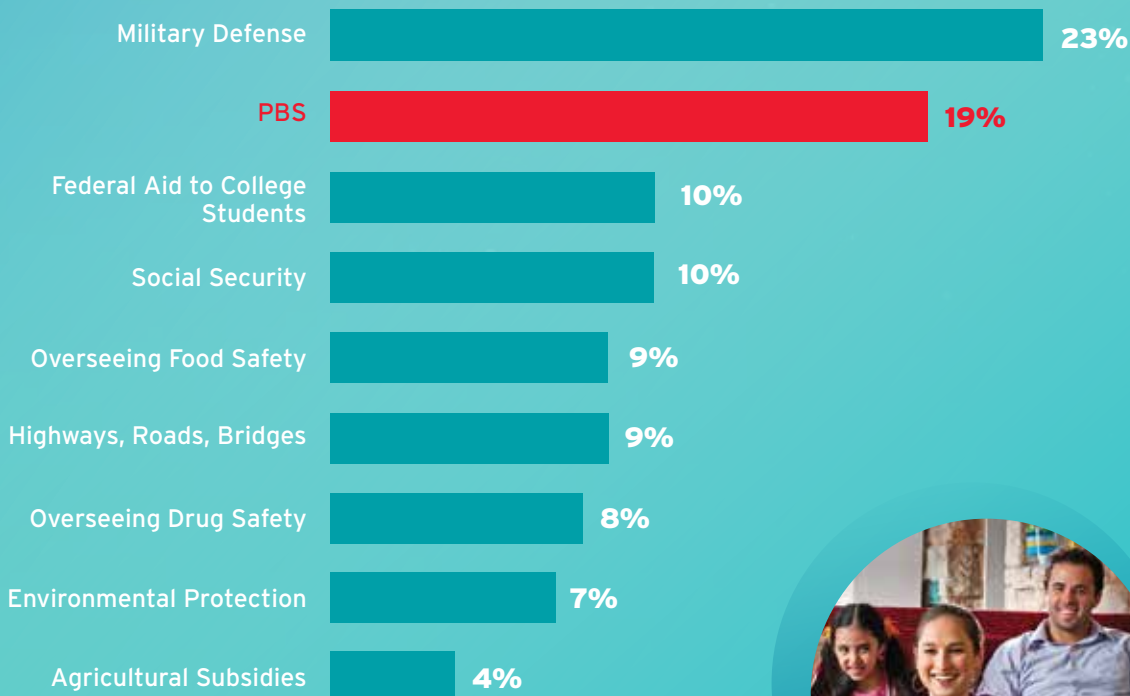


Source: Google Analytics, January-December 2013

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).



Source: CARAVAN ORC International, January 2014



EACH YEAR
217 MILLION
PEOPLE WATCH THEIR
LOCAL PBS STATION

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

PBS DIGITAL PROPERTIES
HAD MORE THAN
823 MILLION
VISITS IN 2013

Source: Google Analytics, January-December 2013

PBS is money **well** spent

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



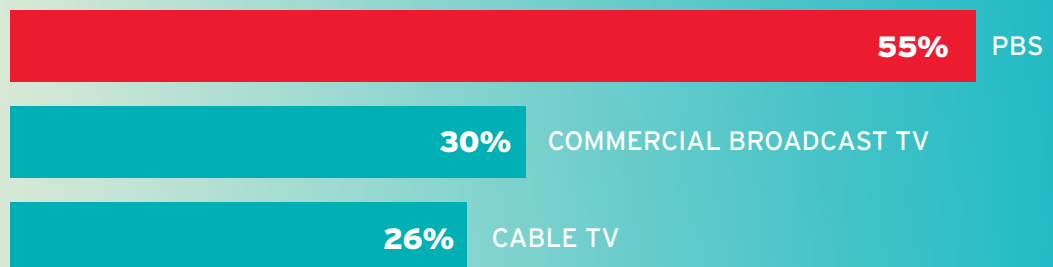
Source: CARAVAN ORC International, January 2014



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).



Source: CARAVAN ORC International, January 2014

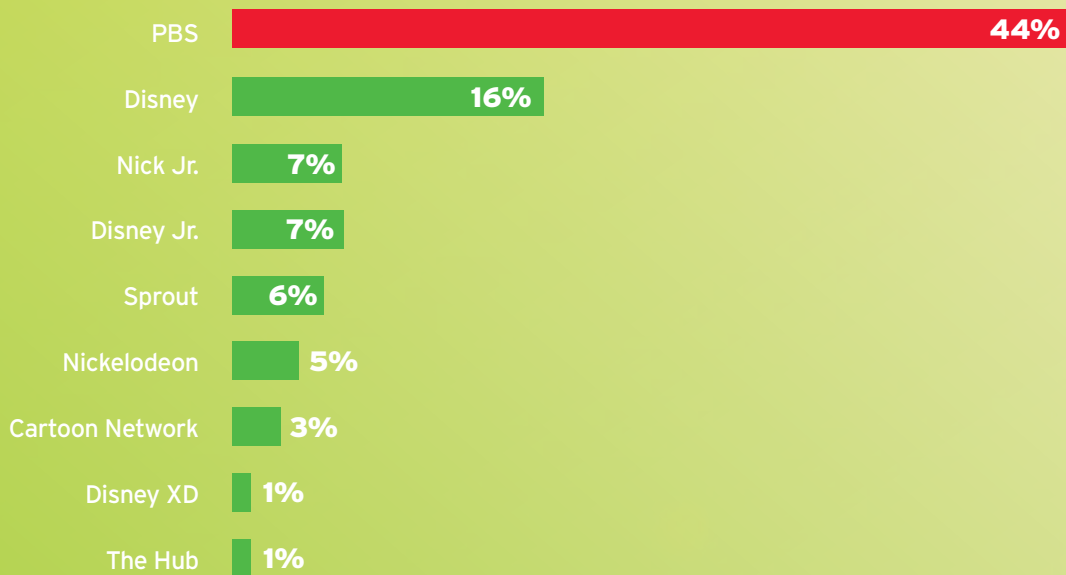


America's Largest Classroom

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.



Source: CARAVAN ORC International, January 2014

PBS KIDS REACHES NEARLY 99% OF TV HOMES IN THE U.S., GIVING KIDS ACCESS TO WHAT MAY BE THEIR ONLY SOURCE OF EDUCATIONAL TV

Source: PBS Stations list and Nielsen Universe Estimates, 2012-13 season



80% OF ALL KIDS AGE 2-8 WATCH PBS

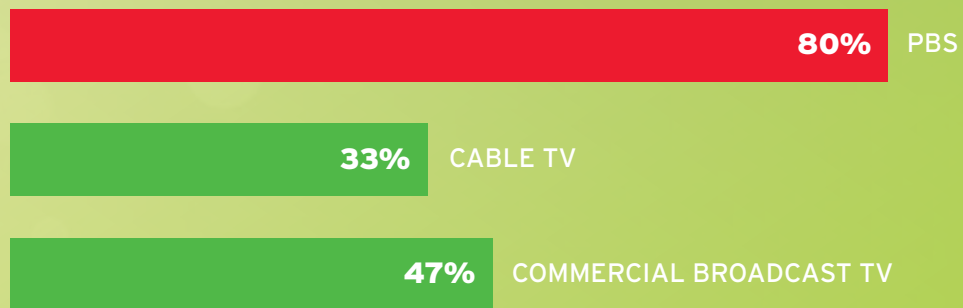
Source: Nielsen NPower, 9/24/2012-9/22/2013



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).



Source: CARAVAN ORC International, January 2014

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

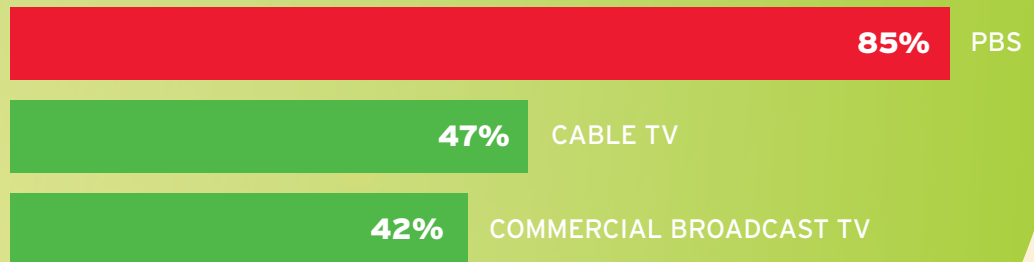


America's Largest Classroom

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).



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

STEM (Science, Technology, Engineering & Math)

-  CAT IN THE HAT
-  DINOSAUR TRAIN
-  CURIOUS GEORGE
-  SESAME STREET
-  SID THE SCIENCE KID
-  WILD KRATTS
-  PEG + CAT

LITERACY

-  SUPER WHY!
-  SESAME STREET
-  MARTHA SPEAKS
-  WORDGIRL
-  THE ELECTRIC COMPANY

SOCIAL & EMOTIONAL DEVELOPMENT

-  DANIEL TIGER'S NEIGHBORHOOD
-  SESAME STREET
-  ARTHUR
-  CLIFFORD THE BIG RED DOG
-  THOMAS & FRIENDS™
-  CAILLOU



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

Source: Google Analytics, January 2014

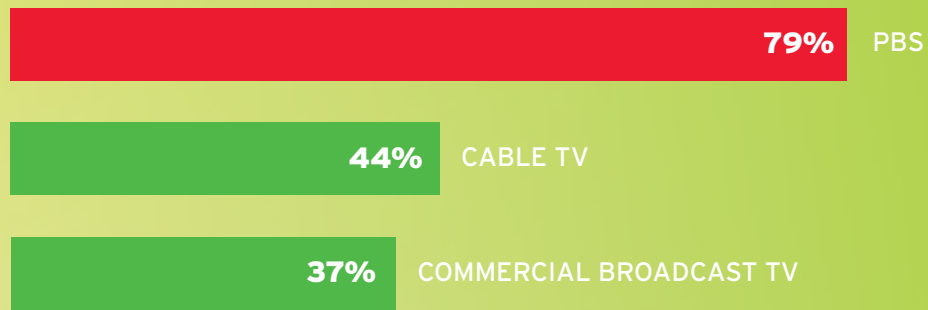


America's Largest Classroom

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).



Source: CARAVAN ORC International, January 2014



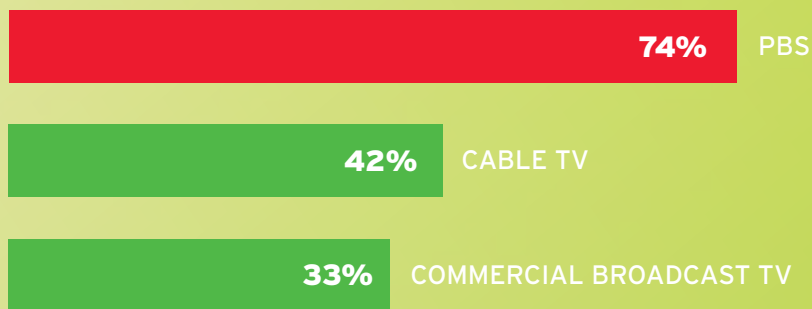
ALL PBS KIDS MOBILE EDUCATIONAL APPS COMBINED DELIVERED OVER **175 MILLION** STREAMS PER MONTH IN 2013

Source: Google Analytics, January-December 2013

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).



Source: CARAVAN ORC International, January 2014



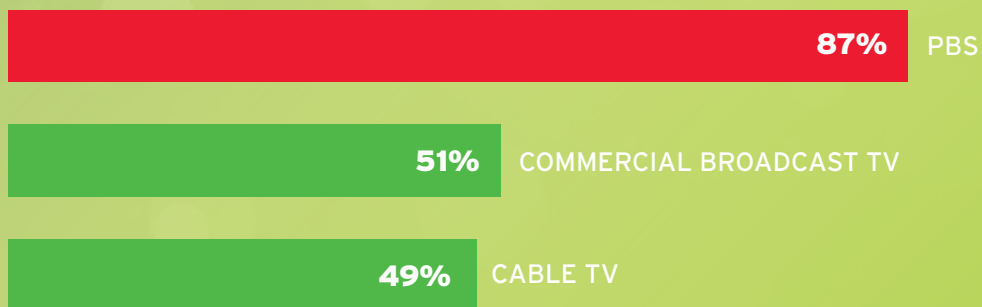


America's Largest Classroom

PBS is a **trusted & safe** place 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: CARAVAN ORC International, January 2014



#1

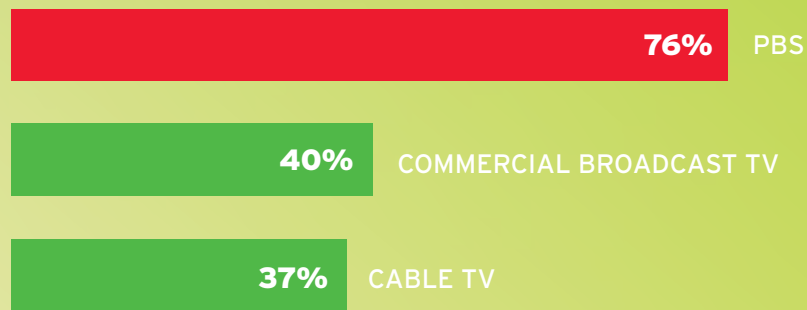
IN 2013, MORE MINUTES WERE SPENT VIEWING KIDS VIDEO ON **pbskids.org** THAN ANY OTHER KIDS' SITE

Source: comScore VideoMetrix, January-December 2013

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).



Source: CARAVAN ORC International, January 2014





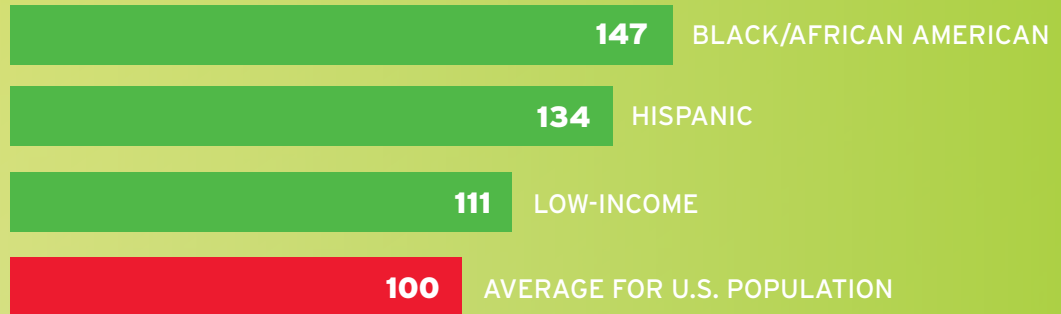
America's Largest Classroom

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).

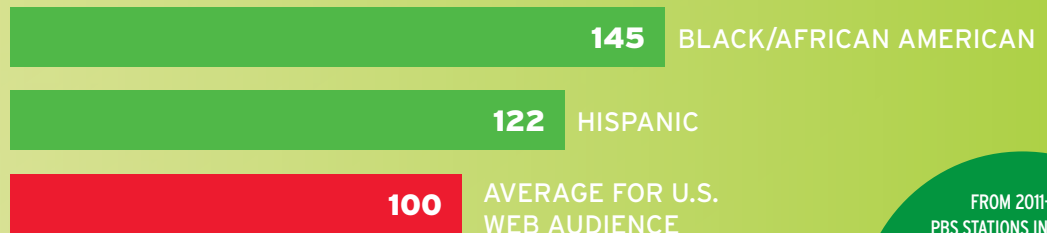


Source: Nielsen NPower, all PBS KIDS programs, 4th quarter cume 2013

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



FROM 2011-13, PBS STATIONS IN OVER 30 STATES PARTNERED WITH OVER 1,000 COMMUNITY ORGANIZATIONS & SCHOOLS TO HELP REVERSE THE HIGH SCHOOL DROPOUT TREND. FOR THE FIRST TIME IN 10 YEARS, THE US IS ON TRACK TO MEET A **90% GRADUATION RATE BY 2020.**

Source: Civic Enterprises Report: Building a Grad Nation, Feb. 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?



Source: CARAVAN ORC International, January 2014



28
MILLION
STUDENTS
NATIONWIDE ARE
IMPACTED BY PBS
LEARNINGMEDIA

PBS
LEARNINGMEDIA
IS USED BY MORE THAN
1.3 MILLION
PREK-12 TEACHERS
NATIONWIDE

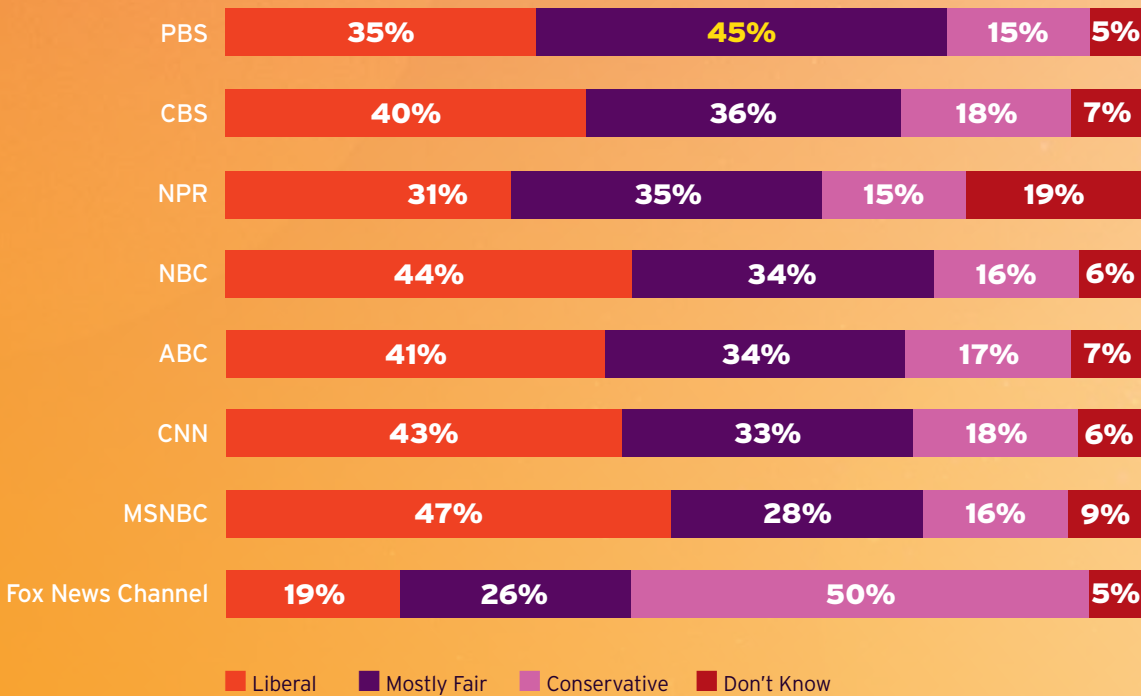


PBS

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: CARAVAN ORC International, January 2014.
May not total 100% due to rounding.

#1

MORE VOTERS
TRUST
PBS
THAN ANY OTHER
TELEVISION
NEWS SOURCE

Source: Public Policy Polling, 1/30/2014

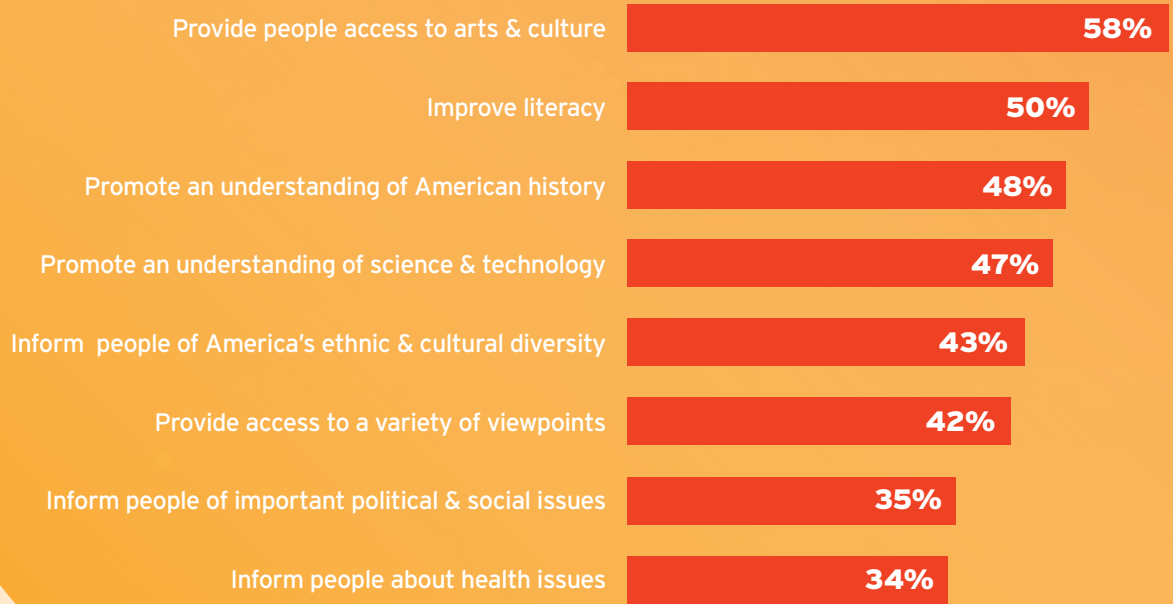


PBS WON
4 DUPONT
COLUMBIA
JOURNALISM
AWARDS
IN 2013, MORE
THAN ANY OTHER
ORGANIZATION

PBS is a **leader** in addressing important issues

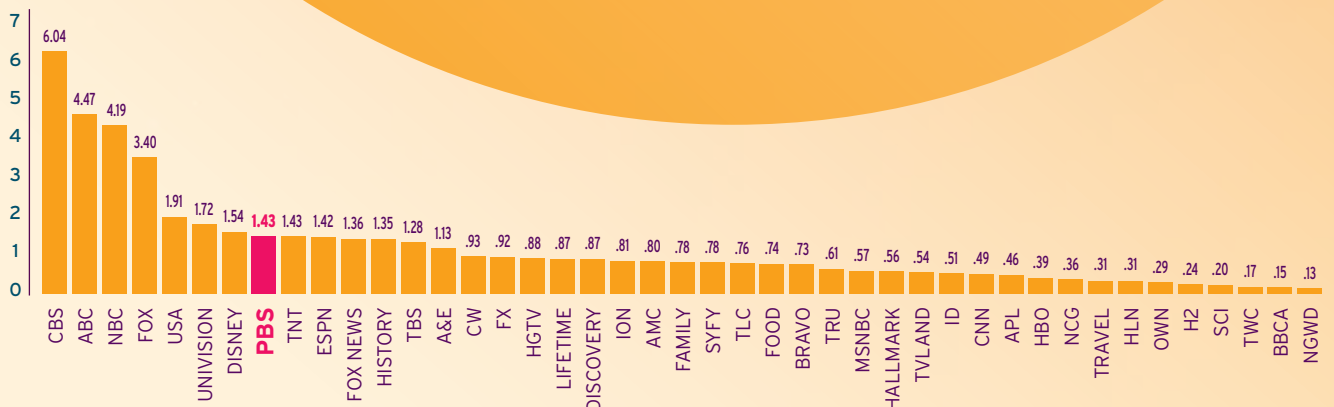
How well do PBS programs – for both children and adults – address these items?

Percent saying “addresses very well” (on a 4-point scale: very well, moderately well, not very well, not well at all).



Source: CARAVAN ORC International, January 2014

**PBS IS
8TH
MOST
WATCHED
NETWORK**



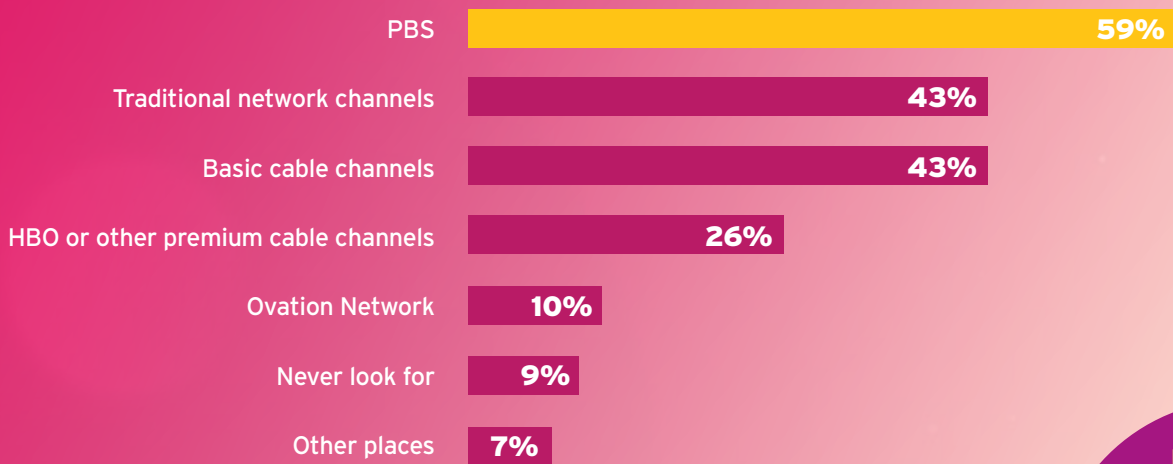
Source: Nielsen Live+7; HH Total US AA%, M-S 8p-11p; 9/24/2012-9/22/2013



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: CARAVAN ORC International, January 2014

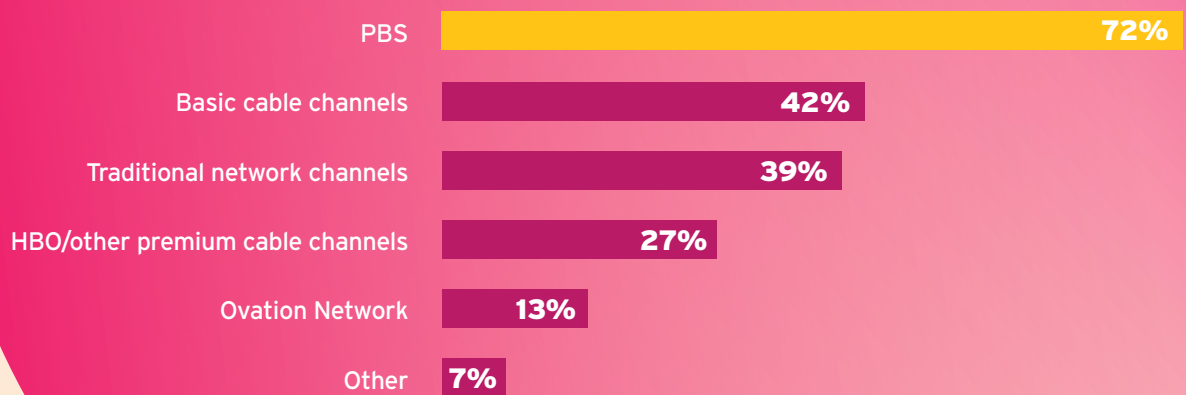
PBS and its local member stations ensure that the worlds of music, theater, dance and art remain available and free to all Americans, many of whom might never have the opportunity to experience them otherwise.



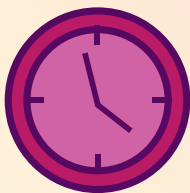
PBS arts

PBS: most varied arts & cultural programming

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



Source: CARAVAN ORC International, January 2014



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

ORC International is a leading global market research firm with offices across the U.S., Europe and Asia Pacific. The Company offers a platform of Integrated Intelligence that combines forward thinking methodologies, cutting-edge technology, skilled researchers and in-depth industry experience to provide clients with valuable insight and analysis in the areas of Customer Strategies, Employee Engagement, and Innovation and Growth. ORC International was founded in 1938 and is a founding member of the CASRO, the proud partner of CNN on the CNN/ORC International poll since 2006; and the research firm of choice on the annual NYSE Euronext CEO Report. For more information, please visit www.ORCInternational.com

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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.



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