Working collaboratively with our 350 independently owned and operated local member stations, PBS provides the American public with top-quality content and educational services that reach people anywhere they are — meeting our mission to provide 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 people from every walk of life to explore new places, new ideas and new experiences — all of which have inspired the American public to name PBS the country’s most-trusted public institution and an excellent use of tax dollars, outranked only by military defense, for 13 consecutive years.

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 viewers to their local stations are the single largest source of funding for our system.

For more information about how PBS & local stations deliver outstanding return on investment to the nation, visit valuepbs.org.

This report presents the results of a national survey conducted by Survey Sampling International (SSI) CATI in January 2016. The SSI study included 1,000 adults, 18 years of age and older, who participated via phone January 4-20, 2016. Results were weighted to be statistically representative of the adult U.S. 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: Survey Sampling International (SSI), January 2016
PBS provides excellent value for tax dollars

For each of the following services the federal government provides 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: Survey Sampling International (SSI), January 2016
Is the money that is given to PBS stations from governments, corporations, foundations and individuals well spent?

Source: Survey Sampling International (SSI), January 2016

77% YES

8% DON'T KNOW

15% NO

A TRUSTED & VALUED PUBLIC INSTITUTION

EACH MONTH NEARLY 100 MILLION PEOPLE WATCH THEIR LOCAL PBS STATIONS

Source: Nielsen NPower, 9/22/2014–9/20/2015
EDUCATORS HAVE ACCESS TO MORE THAN 100,000 CURRICULUM-ALIGNED DIGITAL RESOURCES THAT INCLUDE CONTENT ALIGNED TO NATIONAL & COMMON CORE STATE STANDARDS

SERVES AN ESTIMATED 40 MILLION STUDENTS NATIONWIDE

MORE THAN 95% OF MEMBER STATIONS ARE ACTIVELY INVOLVED IN EDUCATION THROUGH LOCALIZED PBS LEARNINGMEDIA SITES

Source: PBS and Learning. 2015 Literature Review

PBS is the #1 educational media brand

Which of the following media providers do you believe provides the most educational content to its viewers?

Source: Survey Sampling International (SSI), January 2016
PBS KIDS is the #1 educational media brand for children

Which of the following brands or companies do you believe is the most educational for children?

Source: Survey Sampling International (SSI), January 2016
PBS models positive social & emotional behaviors for children

How much do you agree with the statement that _____ models positive social and emotional behaviors for children?

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

Source: Survey Sampling International (SSI), January 2016

90% PBS KIDS

67% Nickelodeon

75% Disney

77% Nick Jr.

78% Disney Jr.
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 life?

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

Source: Survey Sampling International (SSI), January 2016

PBS

89%
PBS KIDS

71% OF ALL KIDS AGES 2–8 WATCH PBS
Source: Nielsen NPower, 9/22/2014–9/20/2015

IN 2015 MORE MINUTES WERE SPENT VIEWING VIDEO ON pbskids.org THAN ANY OTHER KIDS’ SITE
Source: comScore VideoMetrix, January-December 2015
PBS helps children learn reading, math & social skills

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

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

Source: Survey Sampling International (SSI), January 2016
**PBS KIDS curriculum provides content that addresses essential skills**

### STEM (Science, Technology, Engineering & Math)
- THE CAT IN THE HAT
- CURIOUS GEORGE
- CYBERCHASE
- DINOSAUR TRAIN
- NATURE CAT
- ODD SQUAD
- PEG + CAT
- READY JET GO!
- SESAME STREET
- SID THE SCIENCE KID
- WILD KRATTS

### LITERACY
- MARTHA SPEAKS
- SESAME STREET
- SUPER WHY!
- WORDGIRL

### SOCIAL & EMOTIONAL DEVELOPMENT
- ARTHUR
- BOB THE BUILDER
- DANIEL TIGER’S NEIGHBORHOOD
- SESAME STREET
- THOMAS & FRIENDS™

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**AMERICA’S LARGEST CLASSROOM**

In a recent study, children who used media content from PBS Kids’ series PEG + CAT showed improvement in critical math areas involving ordinal numbers, spatial relationships & 3-D shapes.


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, 9/22/2014-9/20/2015
PBS KIDS is a leading innovator in educational media

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: Survey Sampling International (SSI), January 2016
**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: Survey Sampling International (SSI), January 2016
How much do you agree with the statement that _____ is a trusted and safe place for children to watch television and play digital games on mobile apps?

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

Source: Survey Sampling International (SSI), January 2016
PBS serves all children

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.

PBS KIDS program audience (green) indexed to total U.S. population (orange).

Source: Nielsen NPower, 4th quarter cume 2015

134%  BLACK/AFRICAN-AMERICAN
131%  HISPANIC
114%  LOW-INCOME (HHI LESS THAN $40K)
85%   ASIAN-AMERICAN
100%  AVERAGE FOR U.S. POPULATION

PBSKIDS.org attracts a higher proportion of web users of Asian-American and African-American homes compared to their representation in the U.S. population.

PBS KIDS program audience (green) indexed to total U.S. population (orange).

Source: Nielsen NPower, 4th quarter cume 2015

229%  ASIAN-AMERICAN
138%  BLACK/AFRICAN-AMERICAN
91%   HISPANIC
87%   LOW-INCOME (HHI LESS THAN $40K)
100%  AVERAGE FOR U.S. POPULATION
When it comes to news coverage, investigations and discussions of major issues on each of these networks, would you say the programs are strongly liberal, moderately liberal, moderately conservative, strongly conservative or are they mostly fair?

<table>
<thead>
<tr>
<th>Network</th>
<th>Liberal</th>
<th>Mostly Fair</th>
<th>Conservative</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBS</td>
<td>40%</td>
<td>48%</td>
<td>12%</td>
</tr>
<tr>
<td>CBS</td>
<td>44%</td>
<td>41%</td>
<td>14%</td>
</tr>
<tr>
<td>ABC</td>
<td>42%</td>
<td>41%</td>
<td>16%</td>
</tr>
<tr>
<td>NPR</td>
<td>45%</td>
<td>40%</td>
<td>15%</td>
</tr>
<tr>
<td>NBC</td>
<td>49%</td>
<td>37%</td>
<td>15%</td>
</tr>
<tr>
<td>CNN</td>
<td>48%</td>
<td>34%</td>
<td>18%</td>
</tr>
<tr>
<td>MSNBC</td>
<td>55%</td>
<td>29%</td>
<td>16%</td>
</tr>
<tr>
<td>FOX NEWS</td>
<td>19%</td>
<td>21%</td>
<td>59%</td>
</tr>
</tbody>
</table>

Source: Survey Sampling International (SSI), January 2016
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: Survey Sampling International (SSI), January 2016
PBS is the #1 place to look for the arts

Where do you look for the most varied programming on arts, culture and performance?

Source: Survey Sampling International (SSI), January 2016

IN 2014-15 MORE THAN 113 MILLION PEOPLE WATCHED PBS ARTS & CULTURAL PROGRAMMING

DURING THE 2014-15 SEASON PBS OFFERED NEARLY 600 HOURS OF ARTS & CULTURAL PROGRAMMING

Source: Nielsen NPower, 9/22/2014-9/20/2015
PBS, with 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 100 million people through television and over 33 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.
Anytime. Anywhere.

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