

PBS TV Audience Reach

Public television is the only universally accessible national resource that uses the power and accessibility of television to educate, enlighten and inform a diverse viewing audience. And because PBS is more than just television, PBS viewers have a strong trust and affinity for PBS. For the fourth consecutive year, the American public ranked PBS the most trustworthy institution in the country and elevated PBS to the highest level of value in tax dollars-tied with the United States' military defense.

- 73% of PBS viewers said PBS sets the standards of quality for television
- 68% of PBS viewers feel that companies that fund PBS have a commitment to quality and excellence
- 57% of PBS viewers agree that underwriters are usually industry leaders
- 66% of PBS viewers would choose to buy a product from a company that supports PBS, all other things being equal
- 46% of PBS viewers have bought a company's products or services in the past because they appreciated their charity or involvement in the community

PBS Reaches 99% of Homes

PBS delivers news, entertainment, and educational programming to 11+ million viewers weekly in Florida alone.

- 93% agreed that PBS programming is entertaining
- 92% agreed that watching PBS programming is "time well spent"
- 91% agreed that PBS programming is stimulating
- 80% agreed that PBS sets the standard for quality programming

PBS Reaches Children

Each week more than fifty million children between the ages of 2 and 11 tune into Public television programs and over half of these children watch with a caregiver, parent or grand parent.

Parents with children under age 12 believe in the quality, educational programming PBS offers:

- 90% agreed that PBS KIDS programming is educational
- 86% agreed that the programming is of high quality
- 82% agreed that companies that a sponsor PBS KIDS value children
- 73% agreed that companies that sponsor PBS KIDS are exceptional
- 71% would buy a product from a PBS KIDS sponsor

Why become a PBS sponsor?

PBS can shorten the amount of time it takes for a consumer to relate to your product. Unlike network or cable television, programs are not paid for by advertisers but by viewers who become members. As a sponsor your company becomes our members' partner in supporting PBS.

Sources: GfK Roper Public Affairs & Media Survey, PBS-commissioned Harris Interactive study, Roper ASW commissioned by PBS