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For Immediate Release

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Nationwide Survey Confirms That PBS and Member Stations Are America's Most Trusted Institution for the 14th Consecutive Year

Annual Survey Also Ranks PBS KIDS as the #1 Educational Media Brand for Children

San Diego, CA - For the 14th consecutive year, a nationwide study recently confirmed that PBS and its member stations are rated #1 in public trust among nationally known institutions. In addition, the same survey found that parents rank PBS KIDS as the #1 educational media brand for children, significantly outscoring cable and commercial broadcast television networks.

The national poll was created by the research team at PBS and was conducted by telephone in January 2017 by Marketing & Research Resources Inc. (M&RR). Each year, PBS commissions research to measure its performance and value as judged by its most important stakeholder – the American people.

“The results of the survey are in step with what we hear from our audience every day,” said KPBS General Manager Tom Karlo. “We are diligent in safeguarding the public’s trust by providing exceptional content across TV, radio, and digital media. The three new channel options we recently added help meet the growing demand for trusted and unique content for the entire family.”

“The public’s high trust in PBS and local stations is of paramount importance to our ability to carry out our mission,” said PBS President and CEO Paula Kerger. “We were founded on the premise that every person, regardless of who they are or where they live, should have access to educational programming and resources that help them lead full and enriched lives. Our service begins with our nation’s youngest citizens, ensuring that children have the skills needed to succeed in life and in school, and we are especially proud that the American people continue to place a high value on our children’s programming. The recently launched PBS KIDS 24/7 channel and live stream, available through local member stations, will make a meaningful difference in the lives of all children, anytime and anywhere.”

TRUST & VALUE

PBS Ranks #1 in Public Trust – Significantly Outscoring Commercial Cable Television and Courts of Law

Nearly 8 in 10 people trust PBS (76% “trust a great deal” or “trust somewhat”). The 2017 study marks the 14th time in a row that PBS was called the nation’s most-trusted institution among a consideration set that includes courts of law, commercial cable and broadcast television, newspapers, digital platforms and others. The study found that respondents had a significantly higher level of trust in PBS (42% “trust a great deal”) over the nearest institutions, including

commercial cable television (24% “trust a great deal”) and courts of law (22% “trust a great deal”).

PBS KIDS

PBS KIDS was ranked #1 as the most educational media brand compared to a range of other broadcast and cable networks. Sixty-two percent (62%) of respondents with kids age 18 and under named PBS KIDS the most educational media brand, significantly outscoring the second most highly rated kids brand, Sprout, which was considered most educational by 11%. Disney and Disney Jr. were called most educational by 8% and 2% of respondents, respectively. Nickelodeon and Nick Jr. were called most educational by 2% and 1% of participants, respectively. Cartoon Network was named most educational by 0% of those surveyed; 15% of survey respondents indicated, “I don’t know.”

PBS is America’s largest classroom, biggest stage for the arts and a trusted window to the world. To learn more about how PBS and local member stations are trusted, valued and essential to communities across the country, visit ValuePBS.org.

Survey Methodology

This survey was developed by PBS and conducted by phone, including landlines and cell phone-only homes within the United States, by Marketing & Research Resources Inc. (M&RR) on behalf of PBS from January 3-10, 2017, among 1,002 adults ages 18 and older. The sample included 484 men and 518 women. Survey results are weighted to be nationally representative of the U.S. adult population.

For complete survey methodology, please contact Jennifer Rankin Byrne, PBS Corporate Communications, jrbyrne@pbs.org or 703-739-5487.

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](#).

About KPBS

KPBS is a public service of San Diego State University, serving over one million audience members weekly across TV (15.1, 15.2, 15.3, and 15.4), radio (89.5 FM and 97.7 FM Calxico), and the web with content that is educational as well as entertaining—and free of commercial interruption.

In January, KPBS added three TV channel options that extends the station’s commitment to early childhood development, life-long learning, and exceptional content across its media platforms.

KPBS 2 (15.2 | Cox 811 | Spectrum 1277)

Geared specifically for adult audiences, KPBS 2 offers award-winning and original nonfiction content that connects viewers to today's news headlines, scientific advances, historic revelations, natural wonders, and personal stories along with exclusive dramas and encore presentations of the best that PBS has to offer. Series presented on KPBS 2 include “American ReFramed,” “Independent Lens,” “POV,” and “American Masters,” among others. The primetime line-up will be locally scheduled and will feature the best of KPBS original content including “KPBS Evening Edition,” “KPBS Spectrum,” “the Roundtable,” and selections from KPBS Explore.

KPBS Create (15.3 | Cox 816 | Spectrum 1275)

Create TV is public television’s most-watched lifestyle channel, seen annually by 46 million viewers. KPBS Create presents the best educational and entertaining public television series—from *America’s Test Kitchen* to *Rick Steves’ Europe* to *This Old House*. On the weekends, KPBS Create will air themed marathons featuring 12 hand-picked episodes centered on a specific holiday, host, or event.

KPBS Kids (15.4 | Cox 809 | Spectrum 1276)

The KPBS Kids channel supports the station’s mission to provide curriculum based entertainment through its broadcast and digital platforms. KPBS Kids will present educational children’s shows 24 hours a day, making it easy for San Diego area children to watch their favorite series during primetime and other non-school hours when viewing among families is high. Programs aired on KPBS Kids include popular favorites such as “Daniel Tiger’s Neighborhood,” “Odd Squad,” “Wild Kratts,” and “Dinosaur Train;” PBS Kids’ newest series “Splash and Bubbles,” “Nature Cat,” and “Ready Jet Go!” will also be featured. Content from the KPBS Kids channel will also be available through pbskids.org and on the PBS KIDS Video App, found on a variety of mobile devices and tablets. KPBS Kids will also be available on over-the-top platforms such as Roku, Apple TV, Amazon Fire TV, Android TV, Xbox One, and Chromecast.

About Marketing & Research Resources Inc. (M&RR)

Since 1989, M&RR has served businesses nationwide with comprehensive market research — vital to decision-making. Renowned within their industry, M&RR serves America’s major consumer product manufacturers, service companies and advertising agencies with research strategy and design, data collection, analysis and reporting. Each year, M&RR fields hundreds of telephone, mail and internet-based studies involving more than 1,000,000 respondents.

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