

# #1 PBS is in Public Trust

*Results of a 2008 GfK Roper Public Affairs & Media survey  
comparing public service institutions*

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**F**OR FIVE CONSECUTIVE YEARS, the American public has declared PBS the most trustworthy institution in the country. This year's study ranks PBS as second only to military defense in terms of value for tax dollars. This fifth annual national survey was conducted by the non-partisan, international research company GfK Roper Public Affairs & Media in March 2008.

The report captures the results of an opinion survey that included 1,000 participants across the country and measured how American adults ages 25 to 75 rated PBS in comparison with other public institutions, including television broadcast and cable networks.

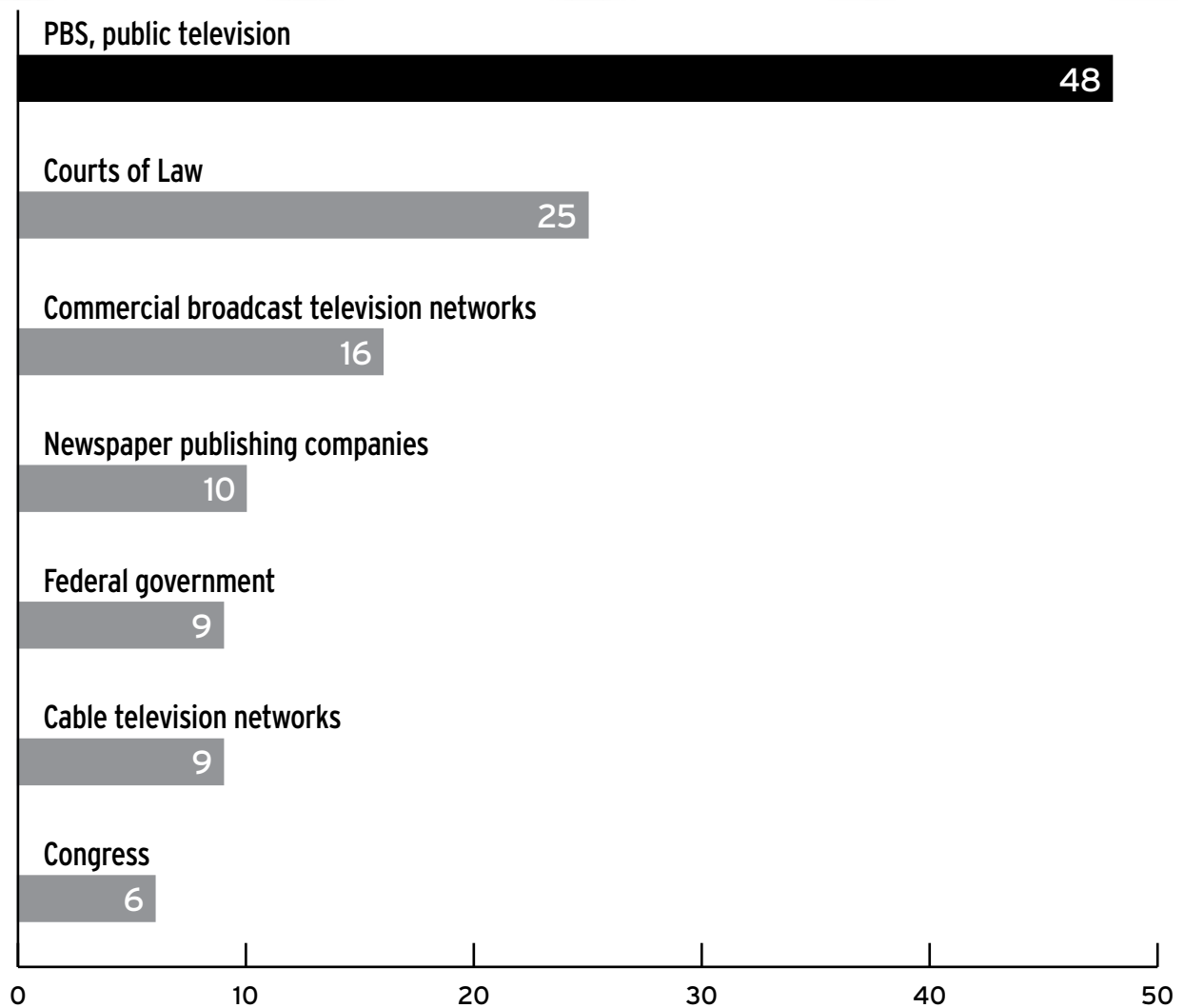
*The following graphs highlight the main points of this survey. The full GfK Roper™ report is available at [pbs.org/roperpoll2008](http://pbs.org/roperpoll2008).*

GfK Roper Public Affairs & Media is a division of GfK Custom Research North America specializing in customized public opinion polling, media & communications research, and corporate reputation measurement – in the US and globally. In addition to delivering a broad range of customized research studies, GfK Roper Public Affairs & Media draws from GfK's syndicated consumer tracking services, GfK Roper Reports® US and GfK Roper Reports® Worldwide, which monitor consumer values, beliefs, attitudes and behaviors in the US and more than 25 other countries. Headquartered in New York, GfK Custom Research North America is part of the GfK Group. With home offices in Nuremberg, Germany, the GfK Group is the No. 5 market research organization worldwide. Its activities cover three business sectors: Custom Research, Retail and Technology, and Media. The Group has more than 115 companies covering over 90 countries.

# PBS & Trust

## How much do you trust each organization?

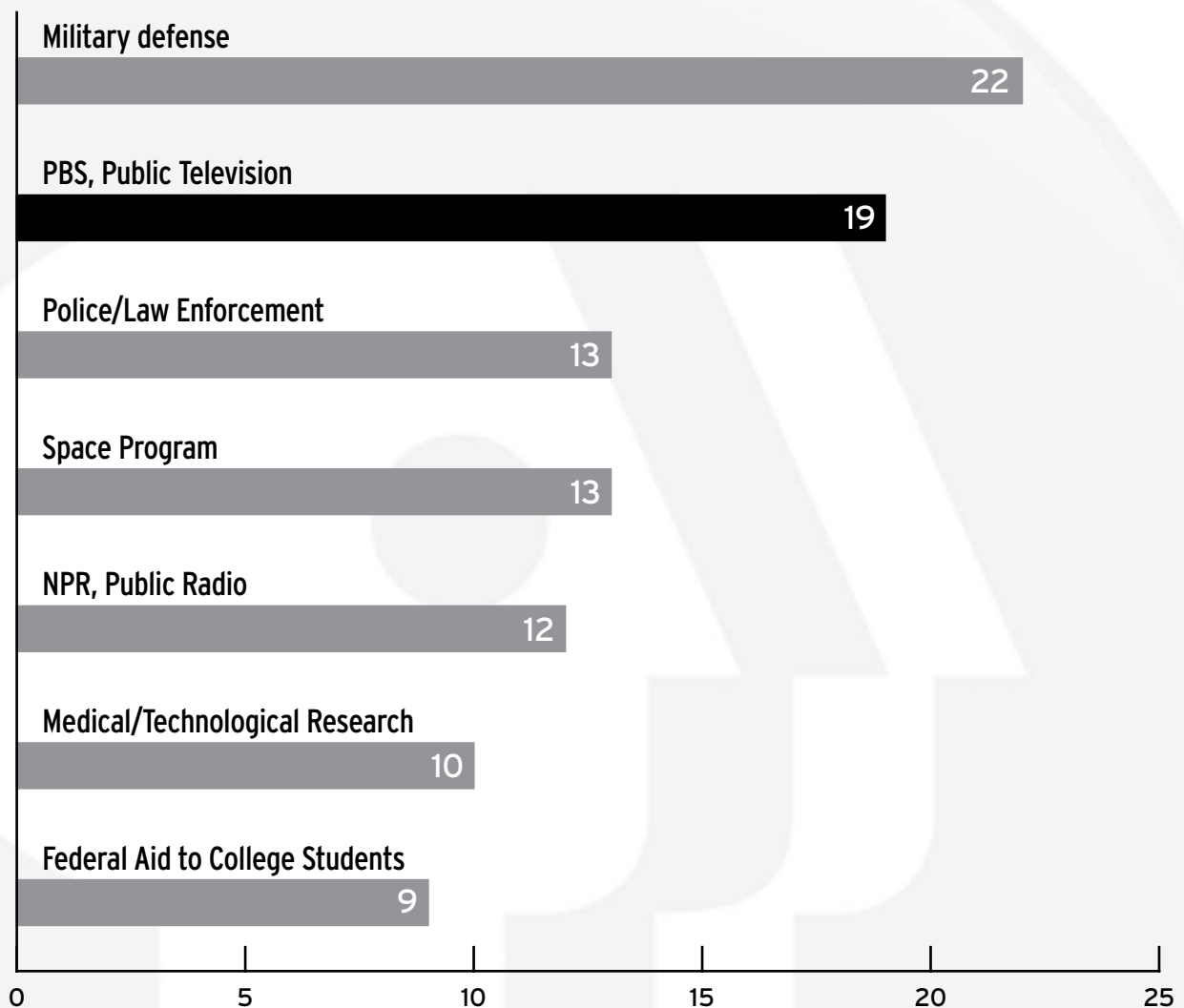
Percent saying they trust the organization "a great deal" on a four-point scale (a great deal, somewhat, not too much, not at all).



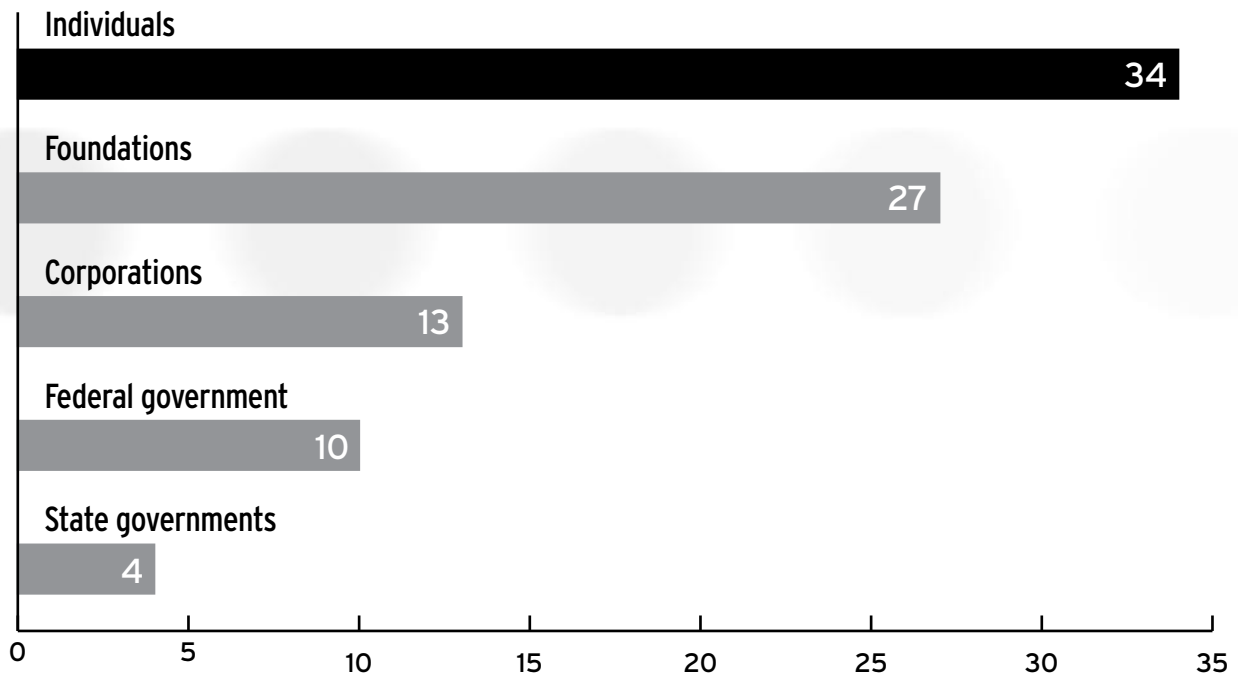
# PBS & Value

The federal government provides many services that are funded with tax dollars. For each of the following services the federal government provides using tax dollars, please rate the value that you receive.

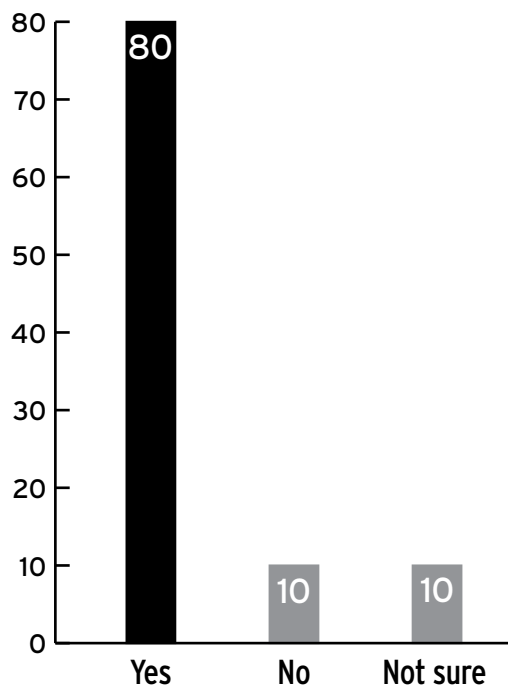
Percent saying each institution an "excellent" value for tax dollars (on a four-point scale: excellent, good, not too good, poor)



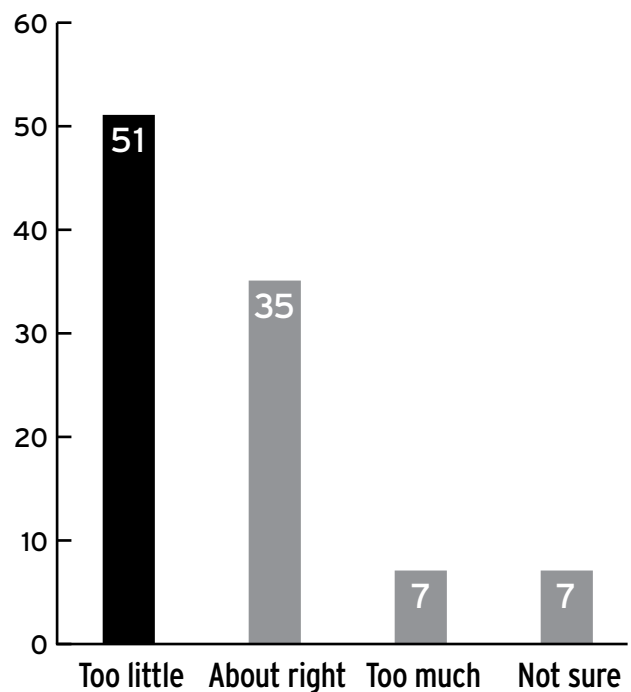
## Who Provides PBS Most of Its Money?



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



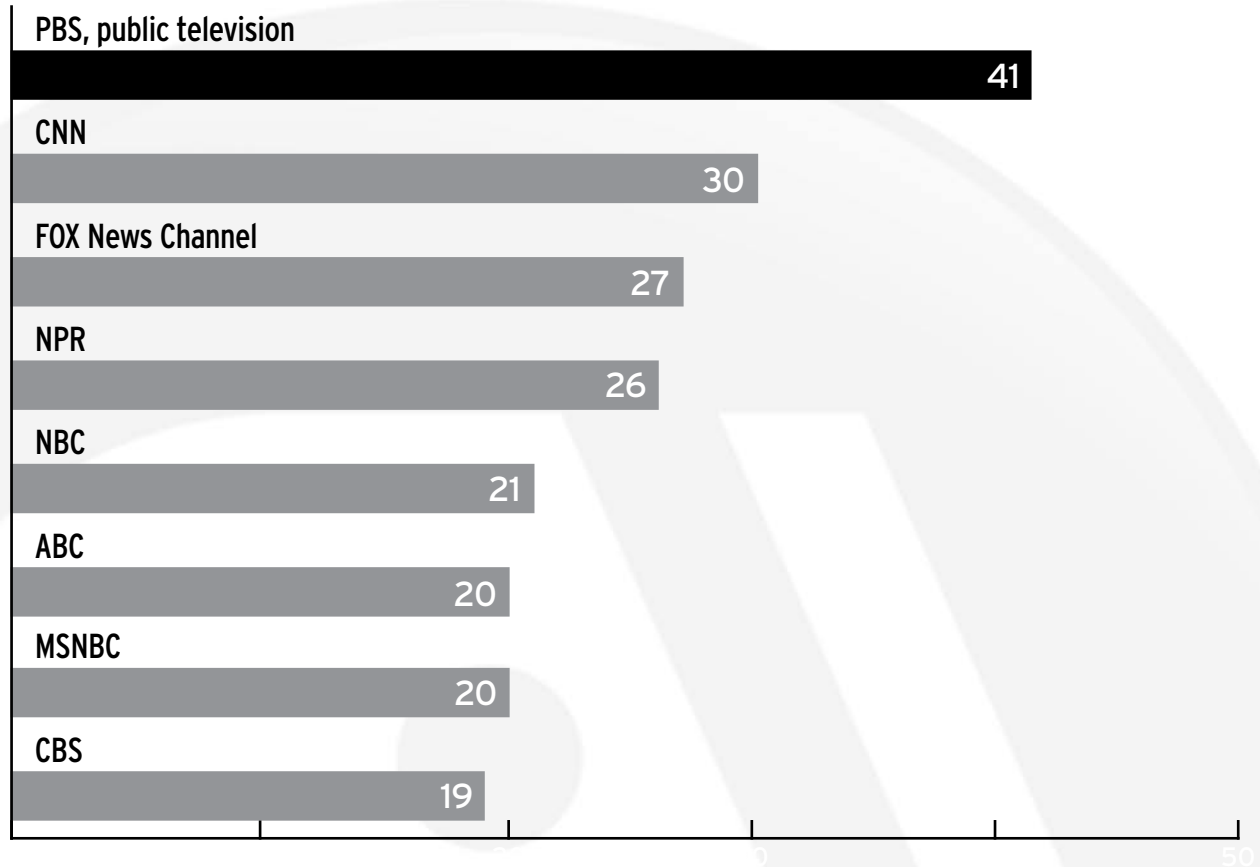
Public broadcasting receives 15% of its funding from the federal government. This translates to about one dollar per person per year of government support. Do you believe this amount is "about right," "too little" or "too much"?



# PBS & TV Networks

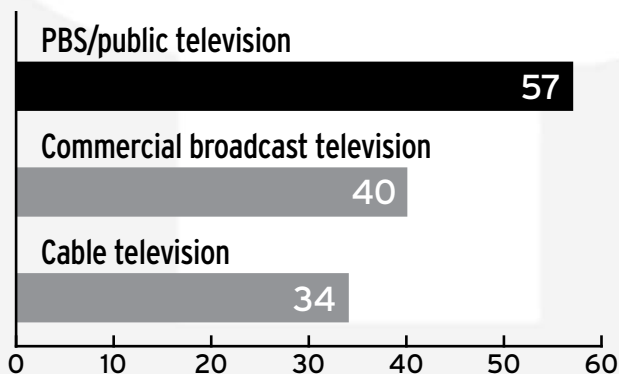
How much do you trust the news and public affairs programs that networks broadcast?

Percent that trust "a great deal" on a four-point scale (a great deal, somewhat, not too much, not at all).



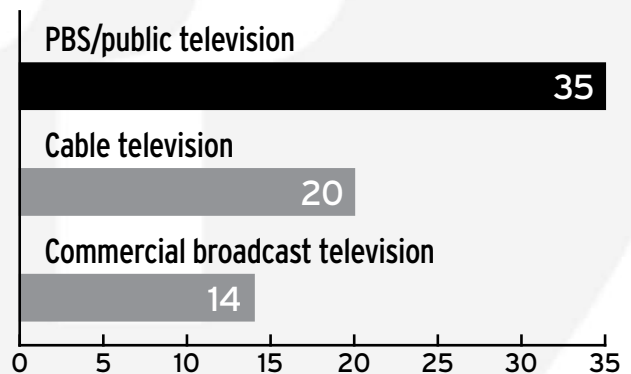
In your opinion, how important is it that we have public television / commercial broadcast television / cable television?

Percent saying "very important" for each question on a four-point scale.



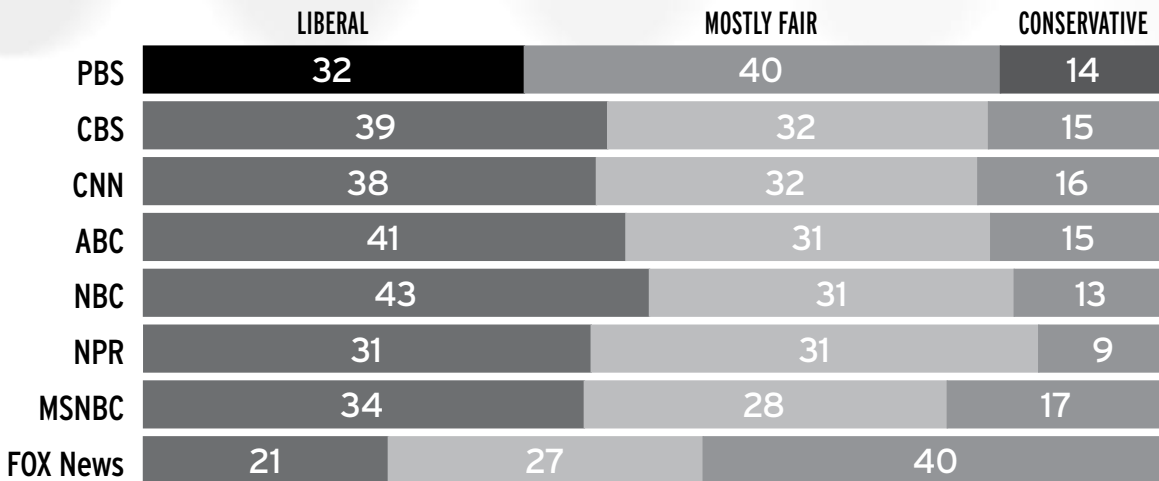
On the whole, are you satisfied with the current public television / commercial broadcast television / cable television programming?

Percent saying "very satisfied" for each question on a four-point scale.



# PBS & Fairness

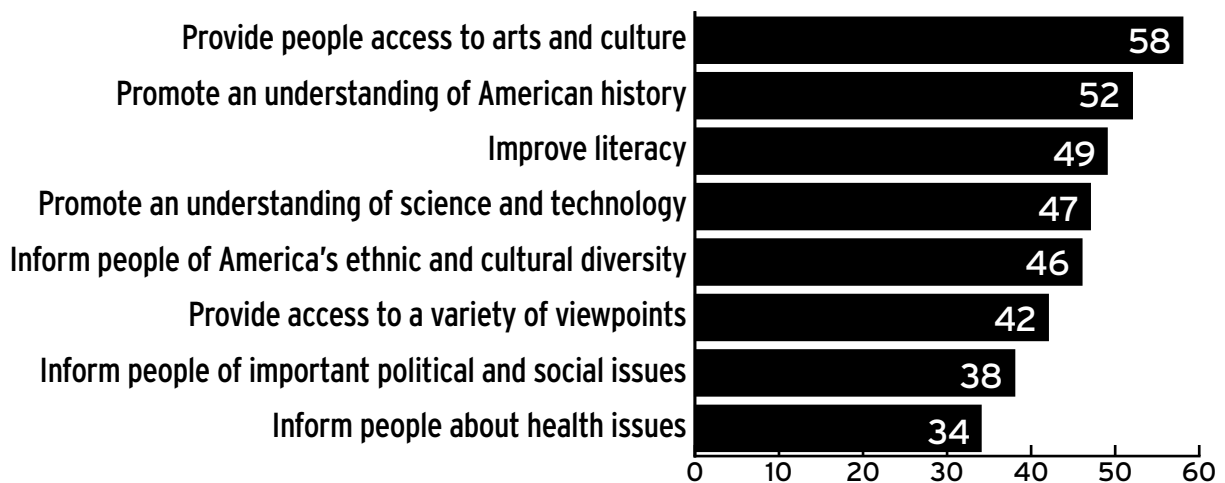
When it comes to news coverage, investigations, and discussions of major issues, would you say these networks' programs are strongly liberal, moderately liberal, moderately conservative, strongly conservative, or are they mostly fair?



# PBS & Important Issues

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

Percent saying "very well" on a four-point scale (very well, moderately well, not too well, not at all well).



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PBS, with its 355 member stations, offers all Americans—from every walk of life—the opportunity to explore new ideas and new worlds through television and online content. Each week, PBS reaches more than 73 million people and invites them to experience the worlds of science, history, nature and public affairs; hear diverse viewpoints; and take front row seats to world-class drama and performances. PBS' programs have 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 Web site, [pbskids.org](http://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](http://www.pbs.org), one of the leading dot-org Web sites on the Internet.