

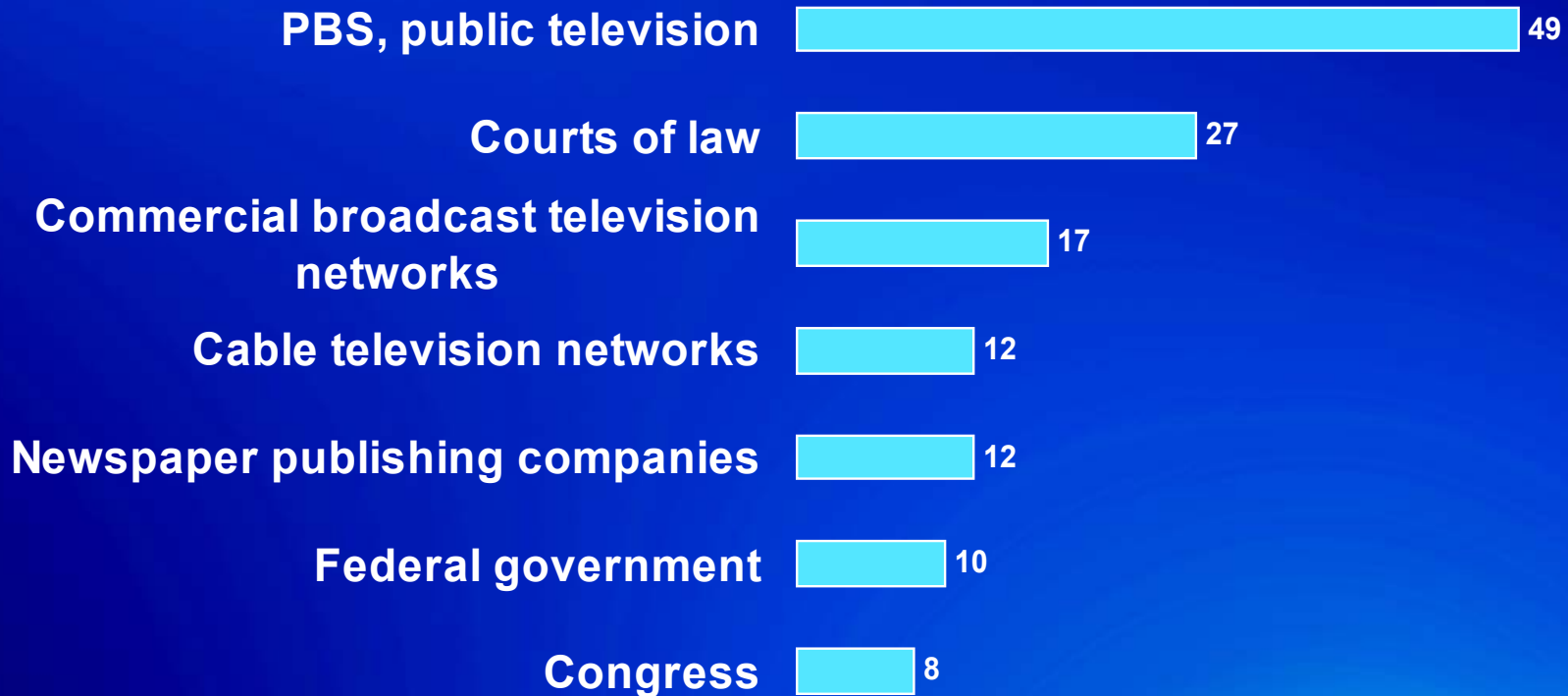
# 2009 Roper Public Opinion Poll on PBS

Prepared by PBS Research



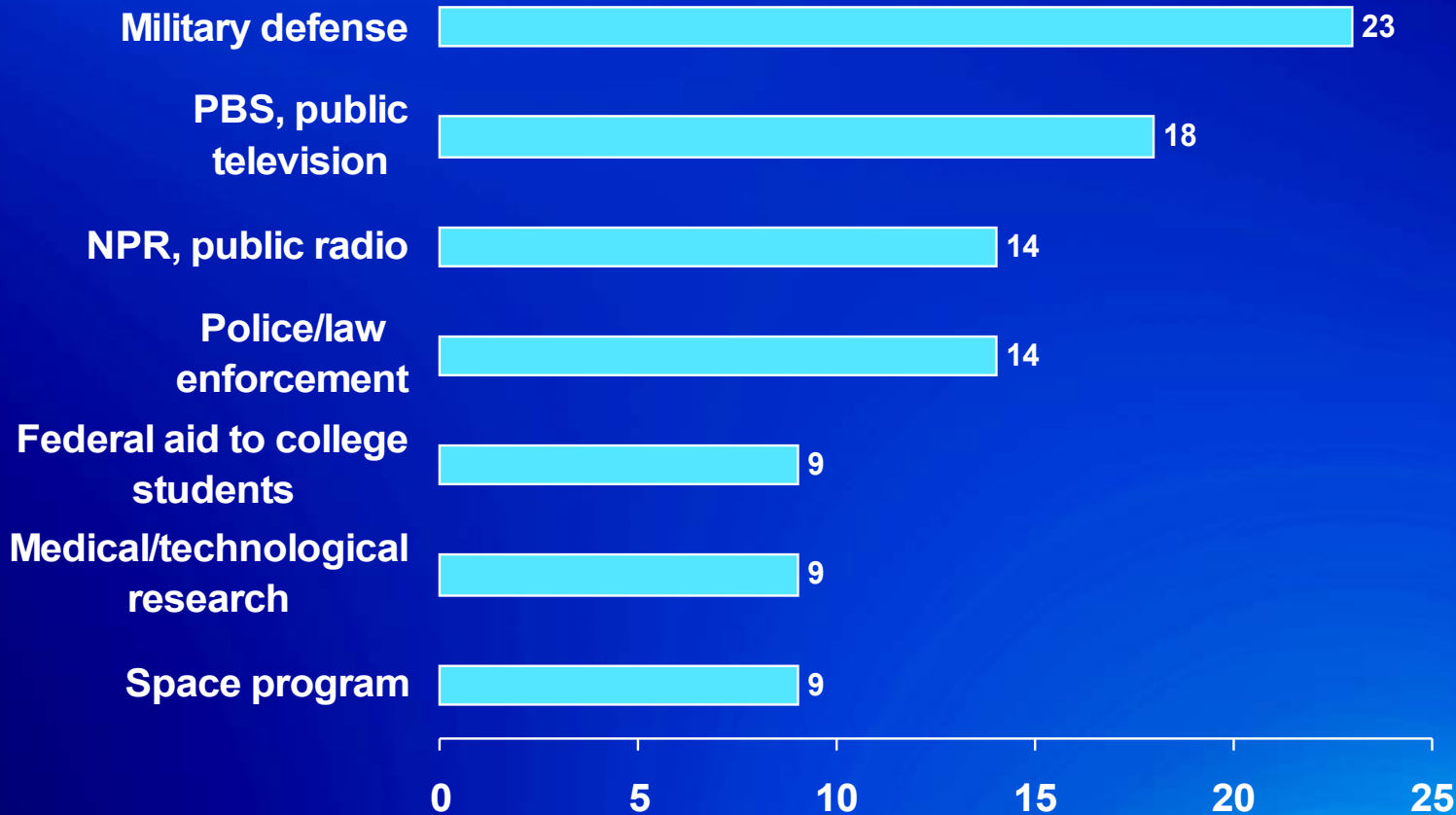
# PBS Is #1 in Public Trust

*Percent saying they trust the organization “a great deal” on a 4-point scale (not at all, not too much, somewhat, a great deal)*



# PBS Provides Excellent Value for Tax Dollars

*Percent saying each institution an “excellent” value for tax dollar (on a 4-point scale: poor, not too good, good, excellent)*



Source: Roper Public Opinion Poll on PBS, January 2009  
Prepared by K. Jessup, PBS Research



# Satisfaction Highest with PBS Programs

On the whole, are you satisfied with \_\_\_\_\_ programs?

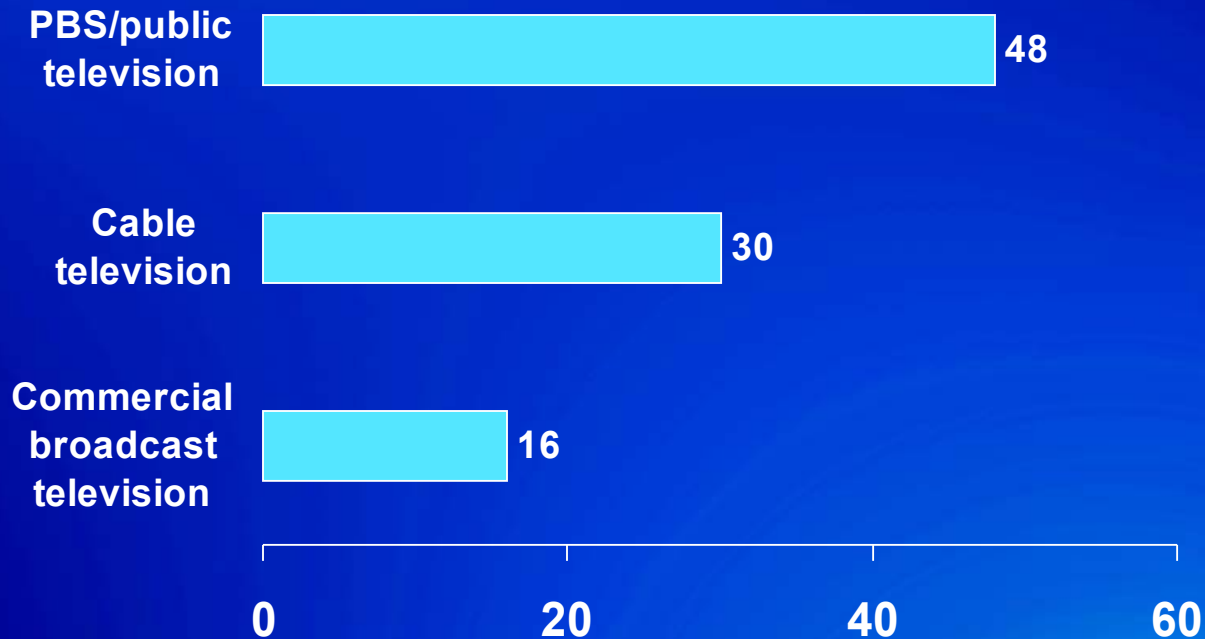
*Percent saying “very satisfied” on a 4-point scale (very dissatisfied, somewhat dissatisfied, somewhat satisfied, very satisfied)*



# Satisfaction Highest with PBS Programs for Children 2-8

On the whole, are you satisfied with \_\_\_\_\_ programs?

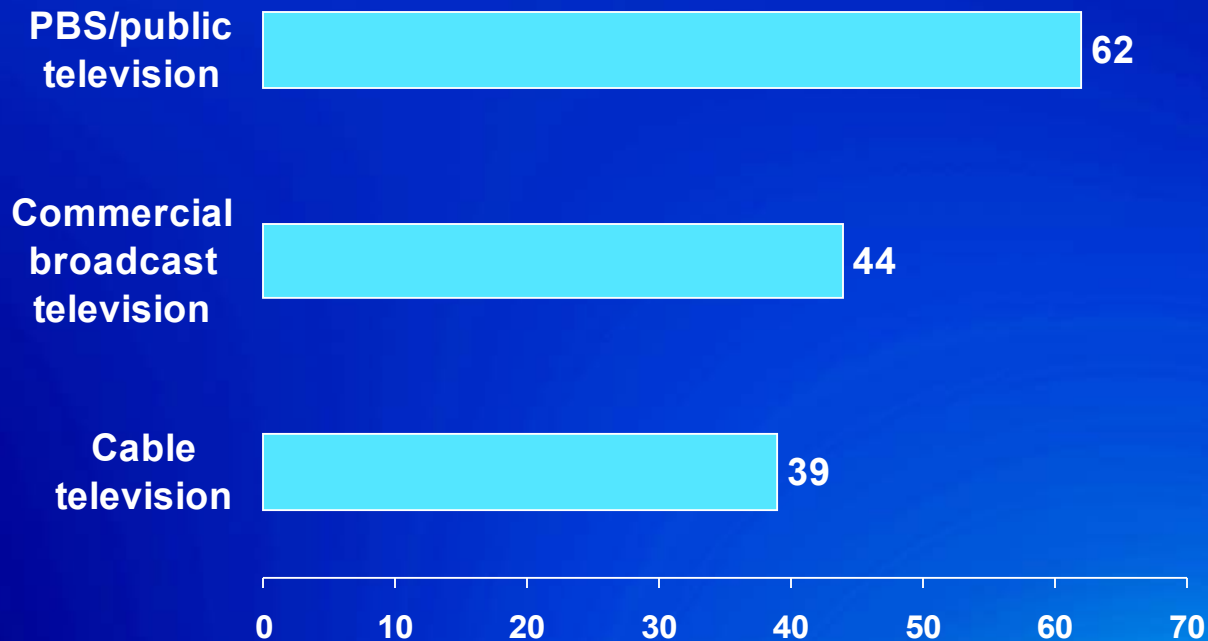
*Percent of adults with children under 12 in the household saying “very satisfied” on a 4-point scale (very dissatisfied, somewhat dissatisfied, somewhat satisfied, very satisfied)*



# PBS Ranked Most Important to Have

How important is it that we have ...

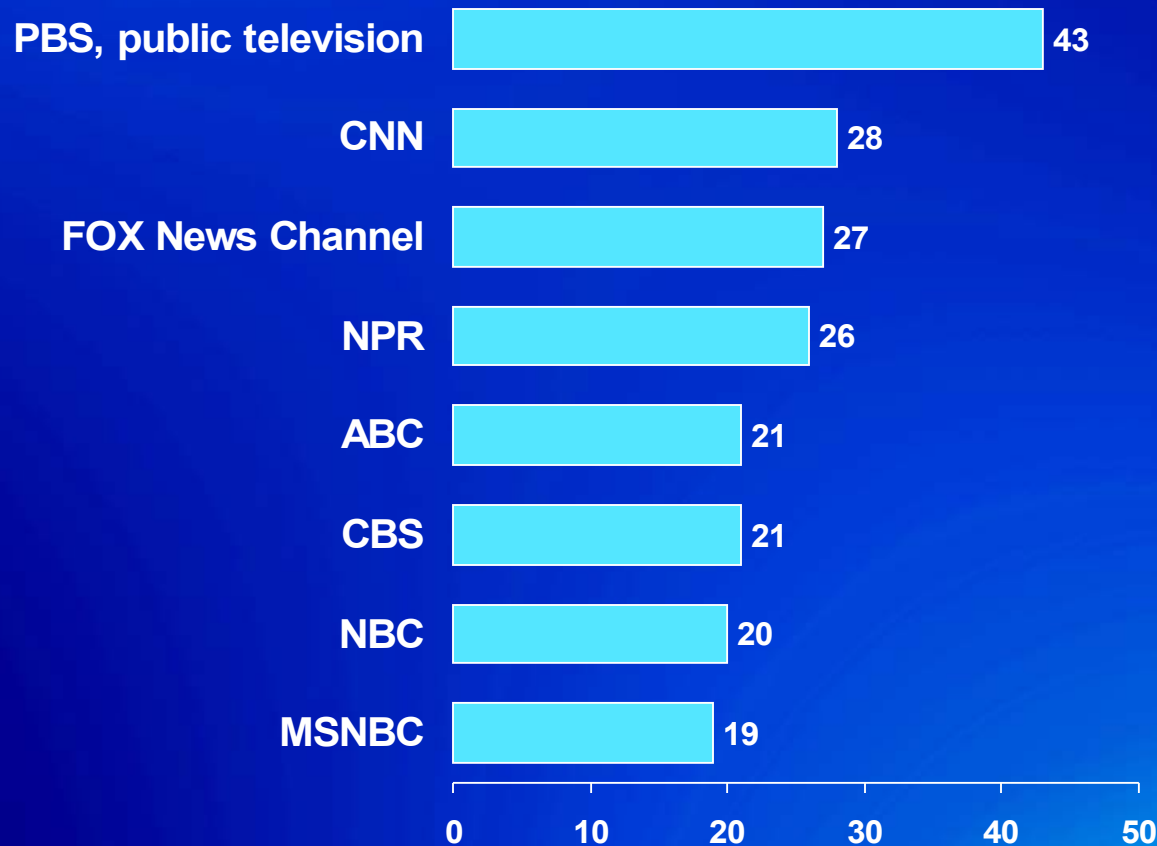
*Percent saying “very important” on a 4-point scale (not at all important, not too important, somewhat important, very important)*



# PBS News & Public Affairs Programs Most Trusted

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

*Percent that trust “a great deal” on a 4-point scale (not at all, not too much, somewhat, a great deal)*



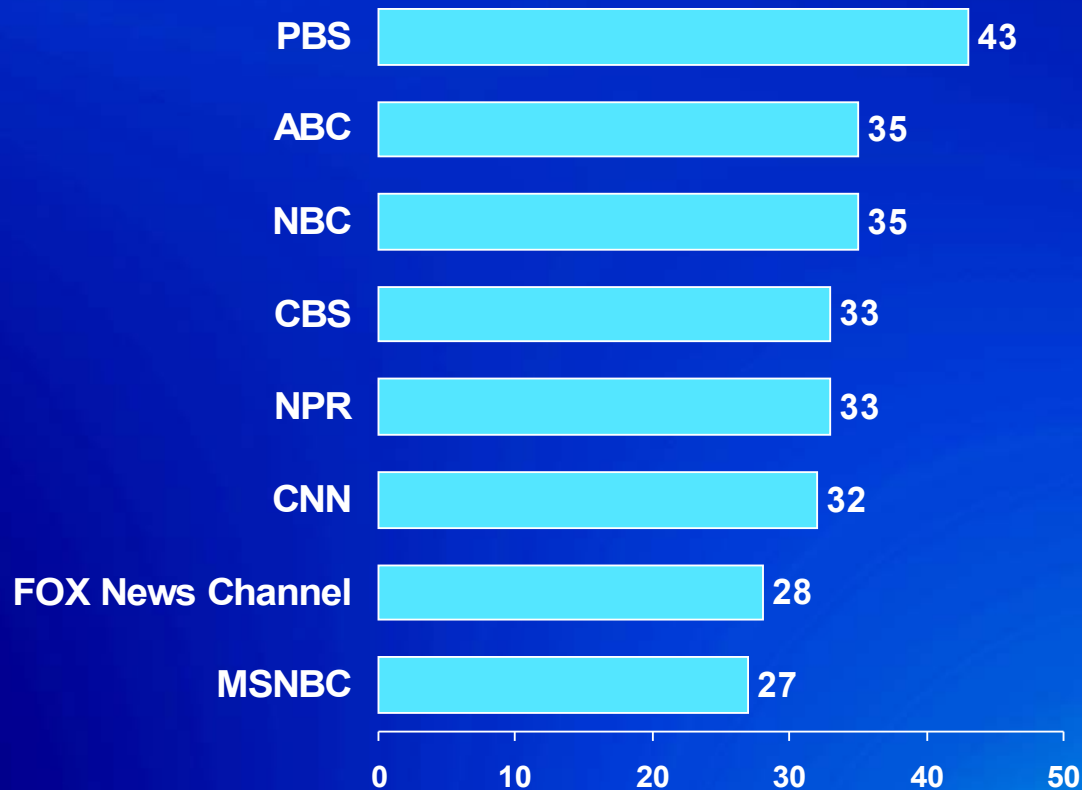
Source: Roper Public Opinion Poll on PBS, January 2009  
Prepared by K. Jessup, PBS Research



# PBS News & Public Affairs Programs Not Biased

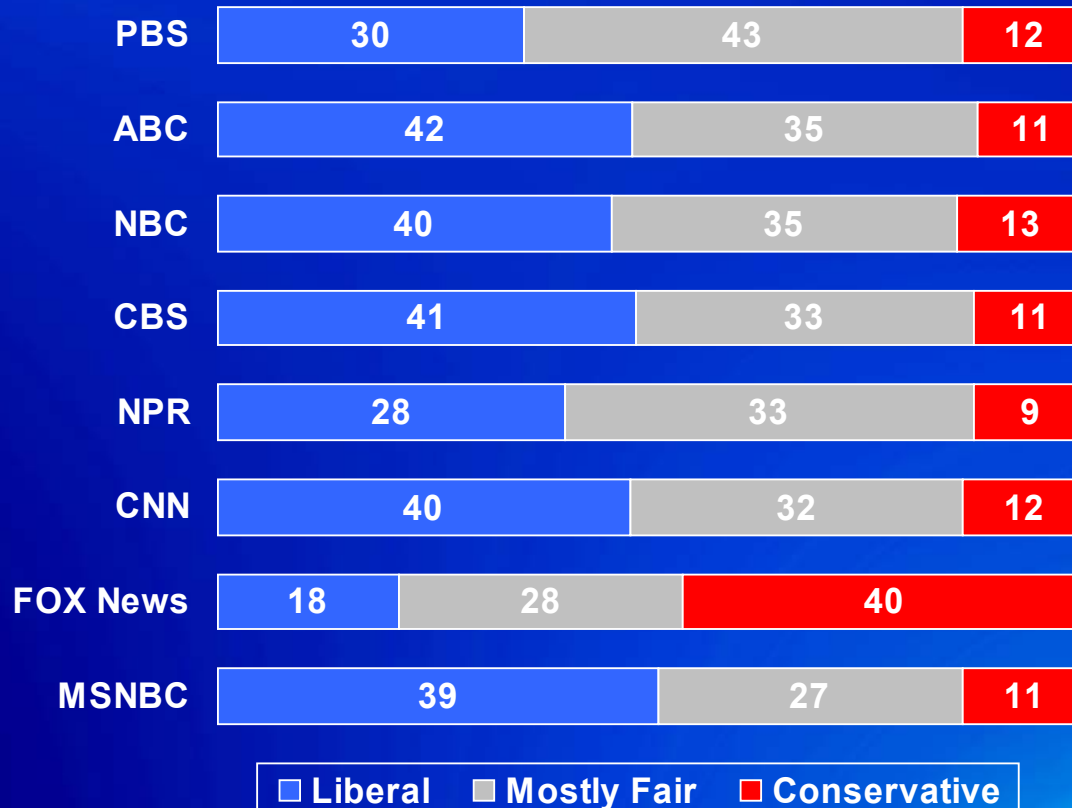
When it comes to news coverage, investigations, and discussions of major issues, would you say \_\_\_ programs strongly liberal, moderately liberal, moderately conservative, strongly conservative, or are they mostly fair?

*Percent responding “mostly fair.”*



# PBS News & Public Affairs Programs Not Biased

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



Source: Roper Public Opinion Poll on PBS, January 2009  
Prepared by K. Jessup, PBS Research

Be more



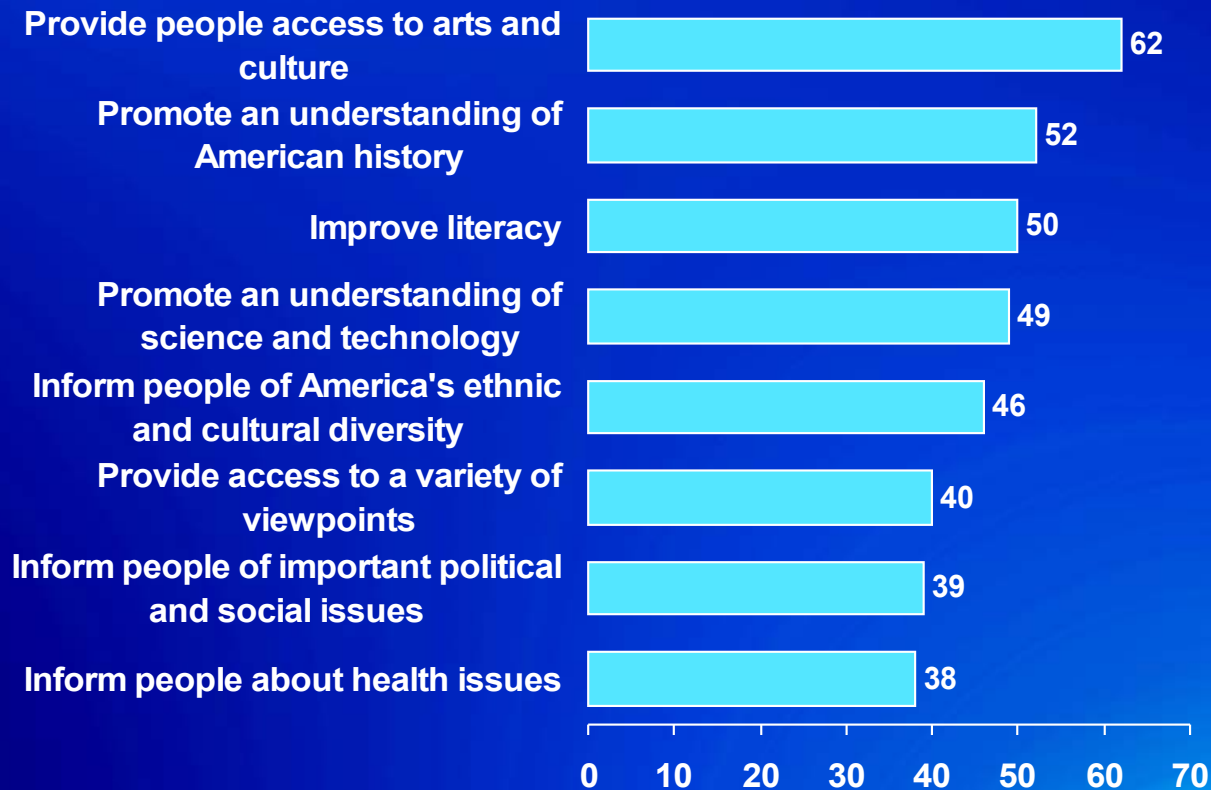
PBS



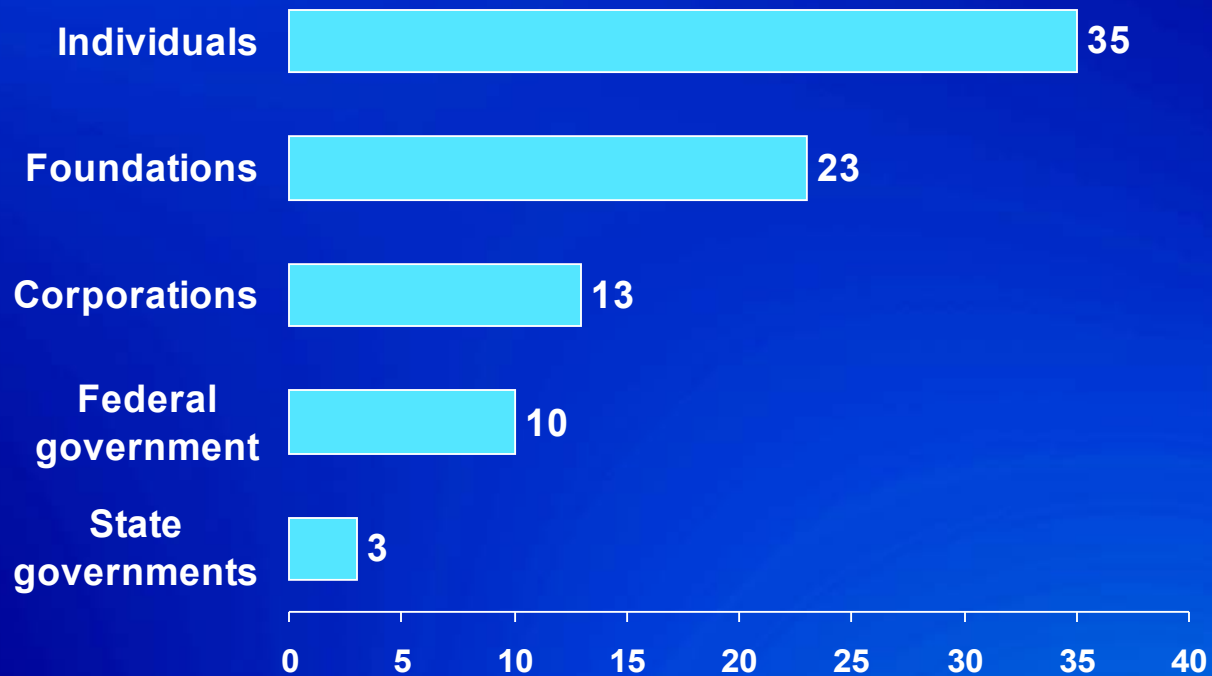
# Perceptions in How Well PBS Programs Address Issues

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

*Percent saying “very well” on a 4-point scale (not at all well, not too well, moderately well, very well)*



# Who Provides PBS Most of Its Money?

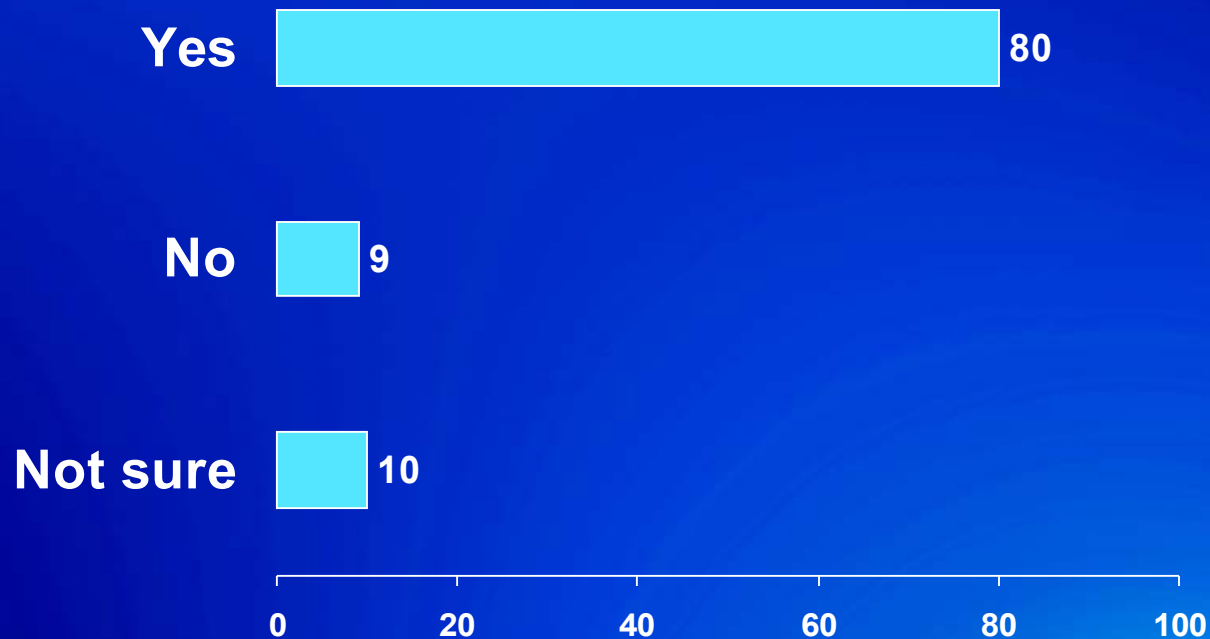


Source: Roper Public Opinion Poll on PBS, January 2009  
Prepared by K. Jessup, PBS Research



# PBS: Money Well Spent

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

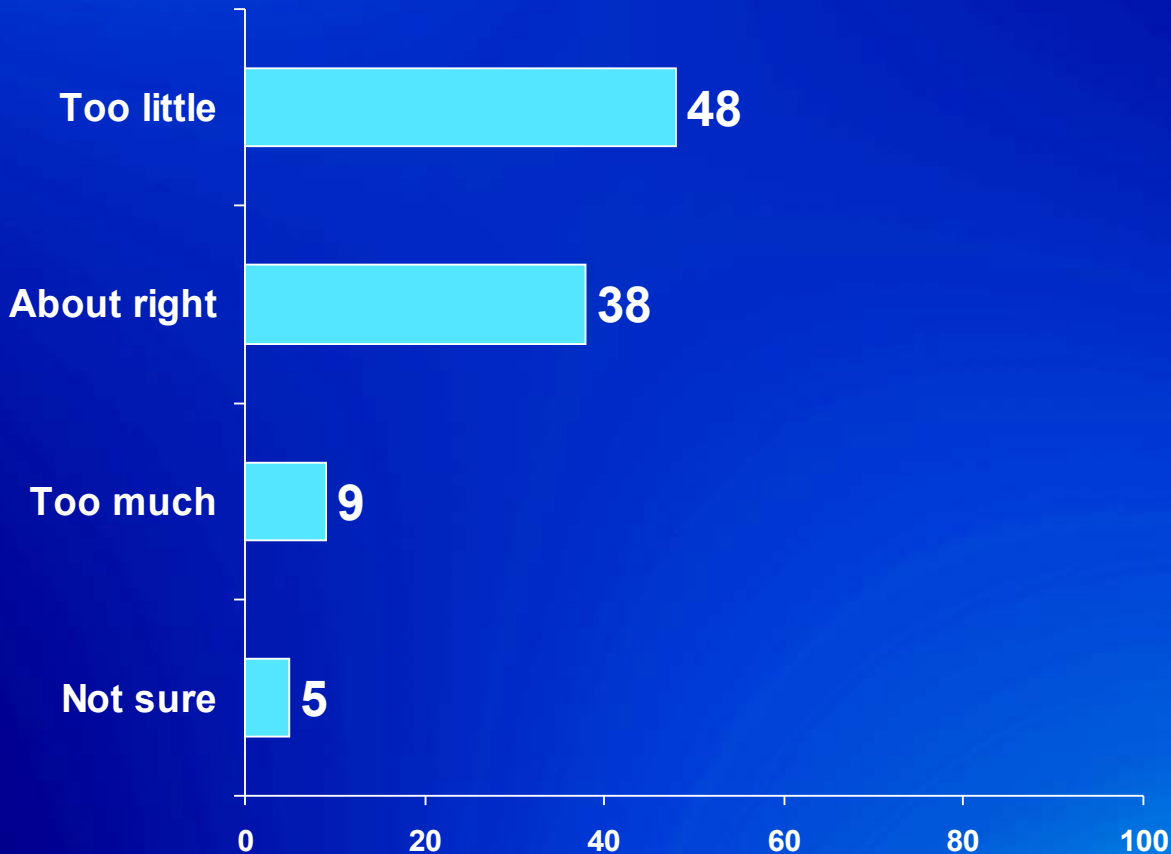


Source: Roper Public Opinion Poll on PBS, January 2009  
Prepared by K. Jessup, PBS Research



# Amount of Funding from Federal Government Too Little

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”?



Source: Roper Public Opinion Poll on PBS, January 2009  
Prepared by K. Jessup, PBS Research



# Methodology

- " The study is based on telephone interviews among 1,009 adult Americans, aged 25 to 75 years old. Surveys were conducted by Roper Public Affairs & Media, from its centrally-located telephone interviewing facilities. Interviewing dates were January 5-16, 2009.
- " The survey results were weighted to bring them in line with census figures on key demographics, and are representative of the US population of adults aged 25-75.



# Demographic Profile of the Sample

	2009	2008	2007	2006	2005
<b>Gender</b>	%	%	%	%	%
Male	49	49	49	49	49
Female	51	51	51	51	51
<b>Age</b>					
25-34	17	19	19	20	22
35-44	29	27	28	27	26
45-54	21	23	25	23	23
55-64	21	18	17	18	17
65-70	7	6	7	7	5
71-75	5	6	4	5	6
<b>Children Under the age of 12</b>	34	35	35	33	31
<b>Marital status</b>					
Married	62	64	67	63	59
Single, never married	17	19	15	19	20
Widowed	6	6	4	5	5
Divorced	11	10	11	10	12
Separated	2	11	2	2	2
<b>Level of education completed</b>					
Less than high school	4	4	4	5	5
High school graduate	22	23	24	23	25
Some vocation/technical training after high school	5	5	5	3	3
Some college (or 2 year degree)	24	24	24	24	23
College graduate	28	31	26	28	28
Post-graduate education	17	12	18	15	15

Source: Roper Public Opinion Poll on PBS, January 2009

Prepared by K. Jessup, PBS Research

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PBS



# Demographic Profile of the Sample (Cont'd.)

	2009	2008	2007	2006	2005
<b>Employment status</b>	%	%	%	%	%
Full-time	56	62	62	60	60
Part-time	12	12	11	12	12
Not employed	32	26	26	27	27
<b>Self-described political outlook</b>	%	%	%	%	%
Liberal	23	25	24	22	NA
Moderate	38	35	34	36	NA
Conservative	34	36	37	37	NA
<b>Ethnicity</b>					
White	77	77	77	77	77
Black or African-American	12	12	12	11	11
Hispanic or Latino origin	13	13	13	13	12
Asian	1	1	1	4	4
Something else	8	10	9	7	6
<b>Household income</b>					
Under \$15,000	6	6	7	7	8
\$15,000 to under \$25,000	8	7	7	9	8
\$25,000 to under \$35,000	11	8	11	8	9
\$35,000 to under \$50,000	13	15	14	13	16
\$50,000 to under \$75,000	19	17	19	20	19
\$75,000 to under \$100,000	14	13	14	14	12
\$100,000 or more	19	21	20	17	14

