

# Roper Public Opinion Poll on PBS: 2007 vs. past years

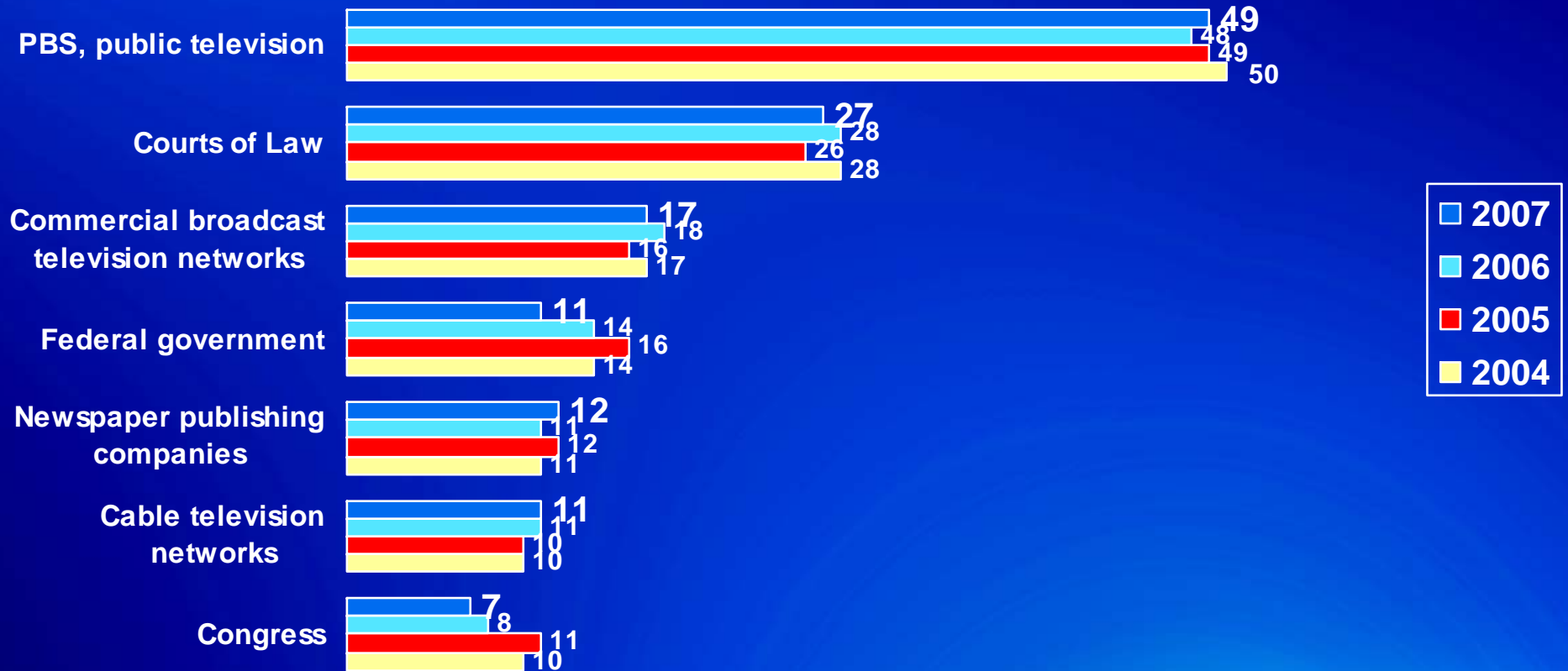
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# PBS Is #1 in Public Trust

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



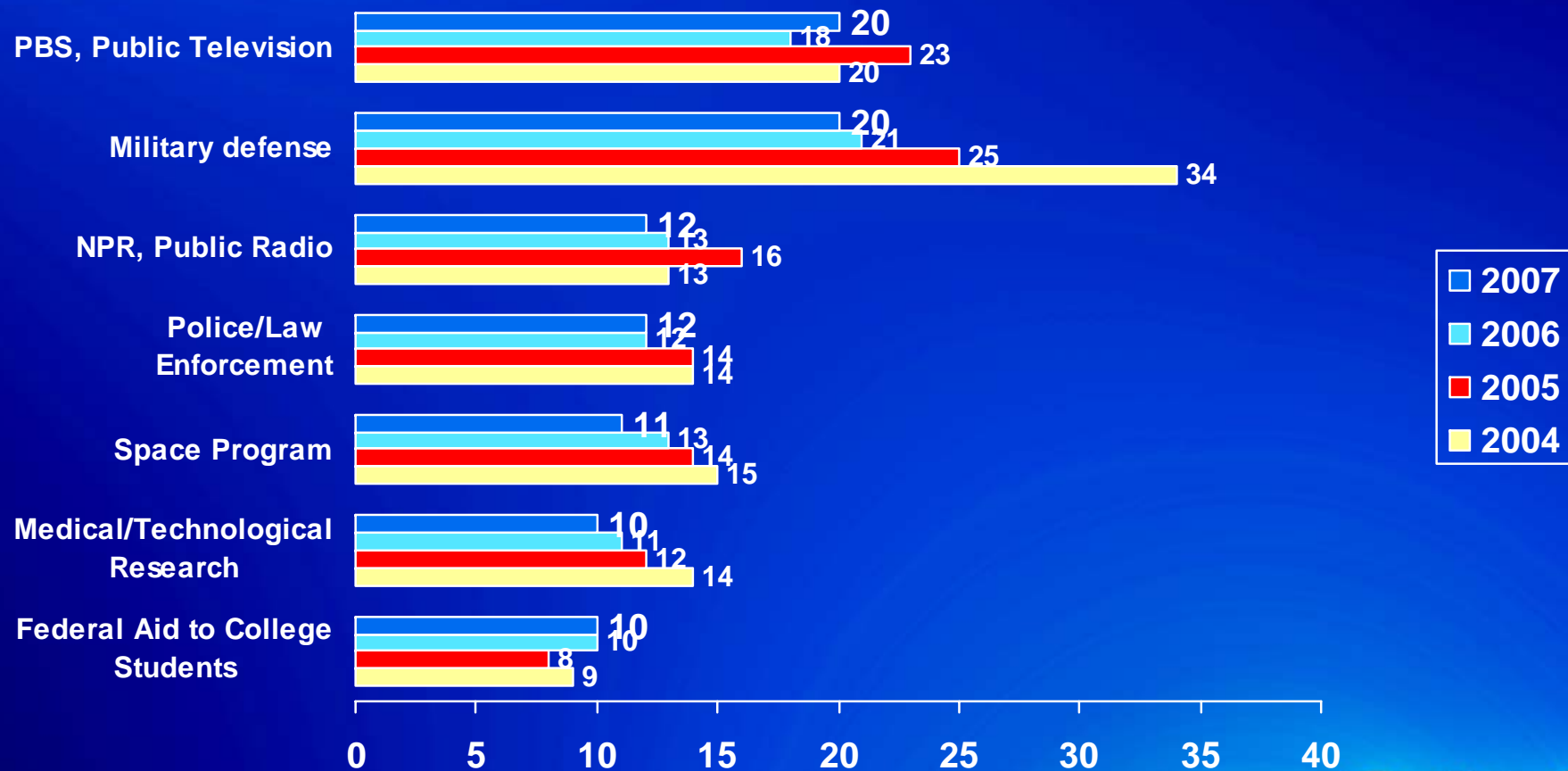
Source: Roper Public Opinion Poll on PBS, January 2004, February 2005, January 2006 and February 2007.



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# PBS Tops in Excellent Value for Tax Dollars

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



Source: Roper Public Opinion Poll on PBS, January 2004, February 2005, January 2006 and February 2007.

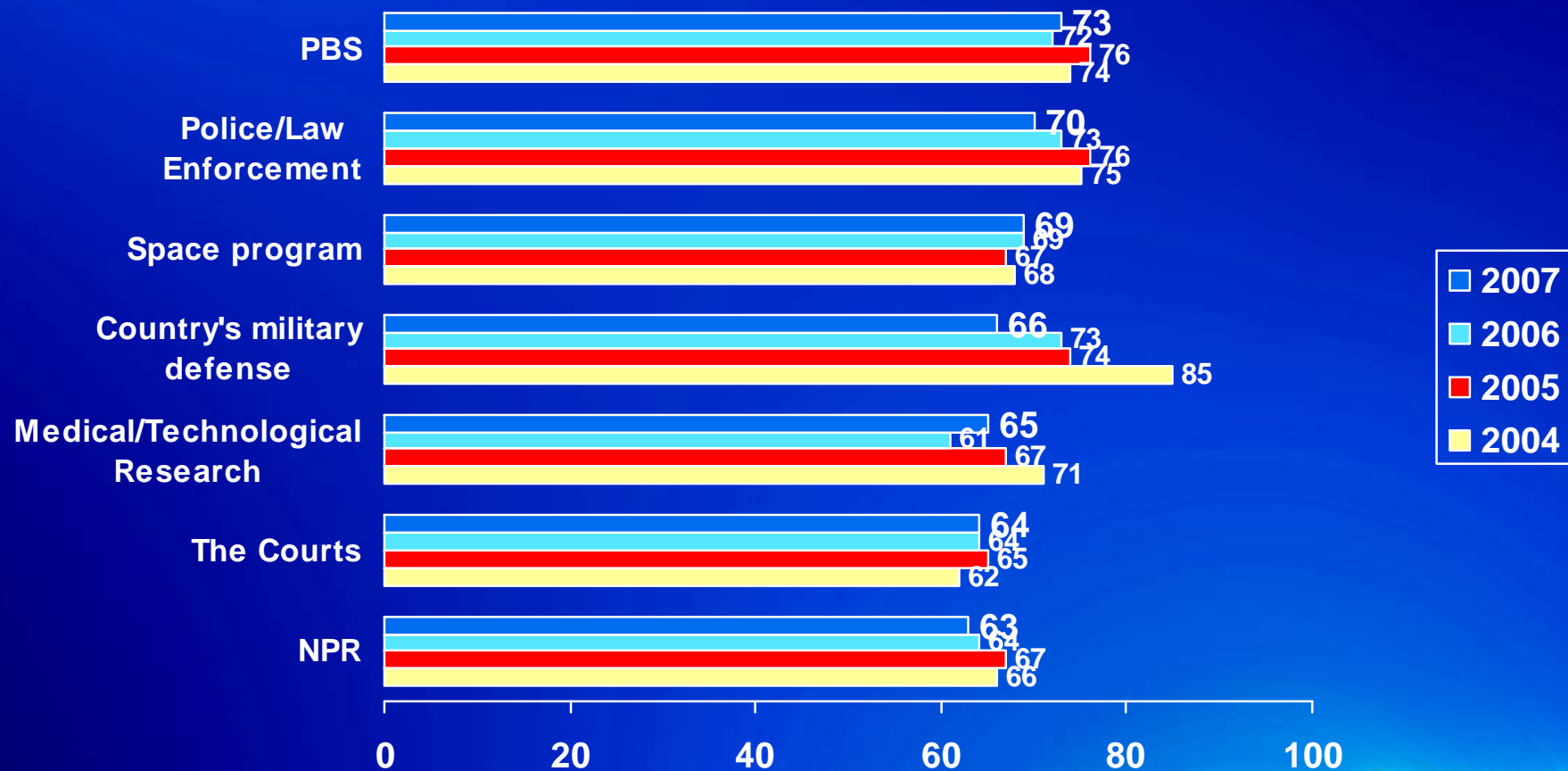


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# PBS Tops in Excellent/Good Value for Tax Dollars

*Percent saying each institution a "excellent" or "good" value for tax dollar*



Source: Roper Public Opinion Poll on PBS, January 2004, February 2005, January 2006 and February 2007.



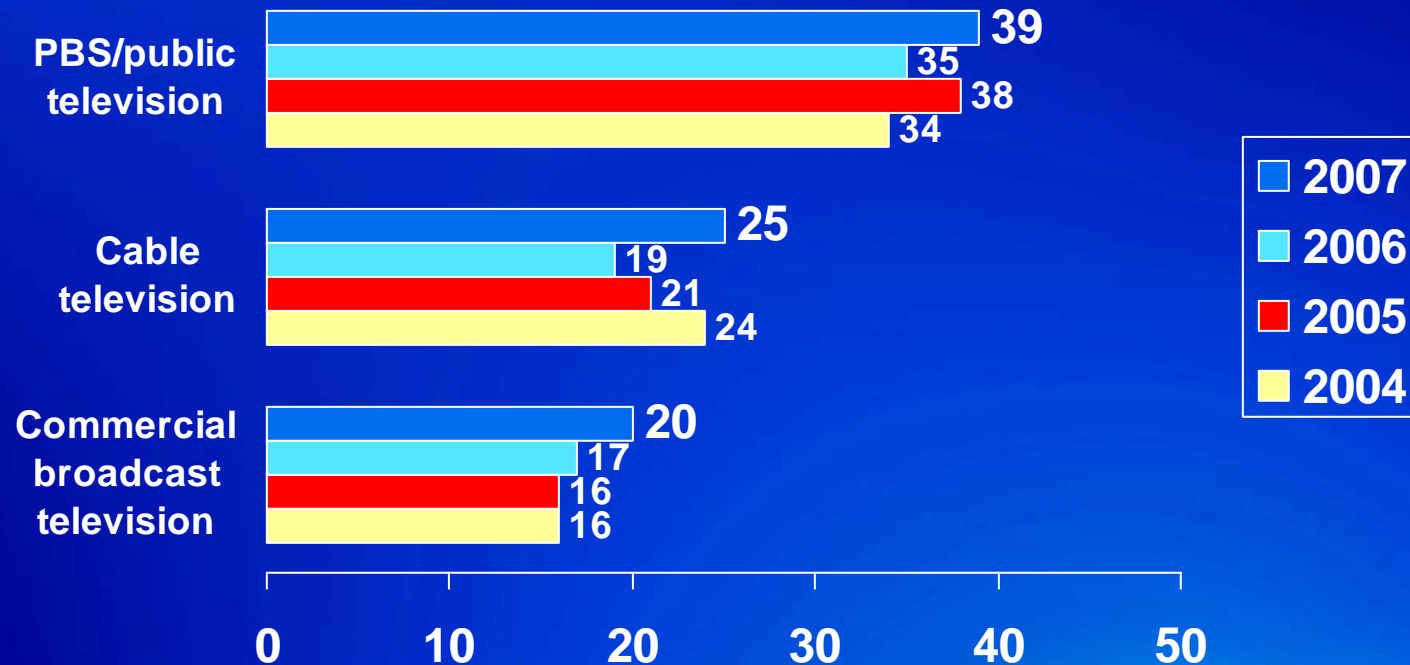
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# Satisfaction Highest with PBS Programs

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

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



Source: Roper Public Opinion Poll on PBS, January 2004, February 2005, January 2006 and February 2007.

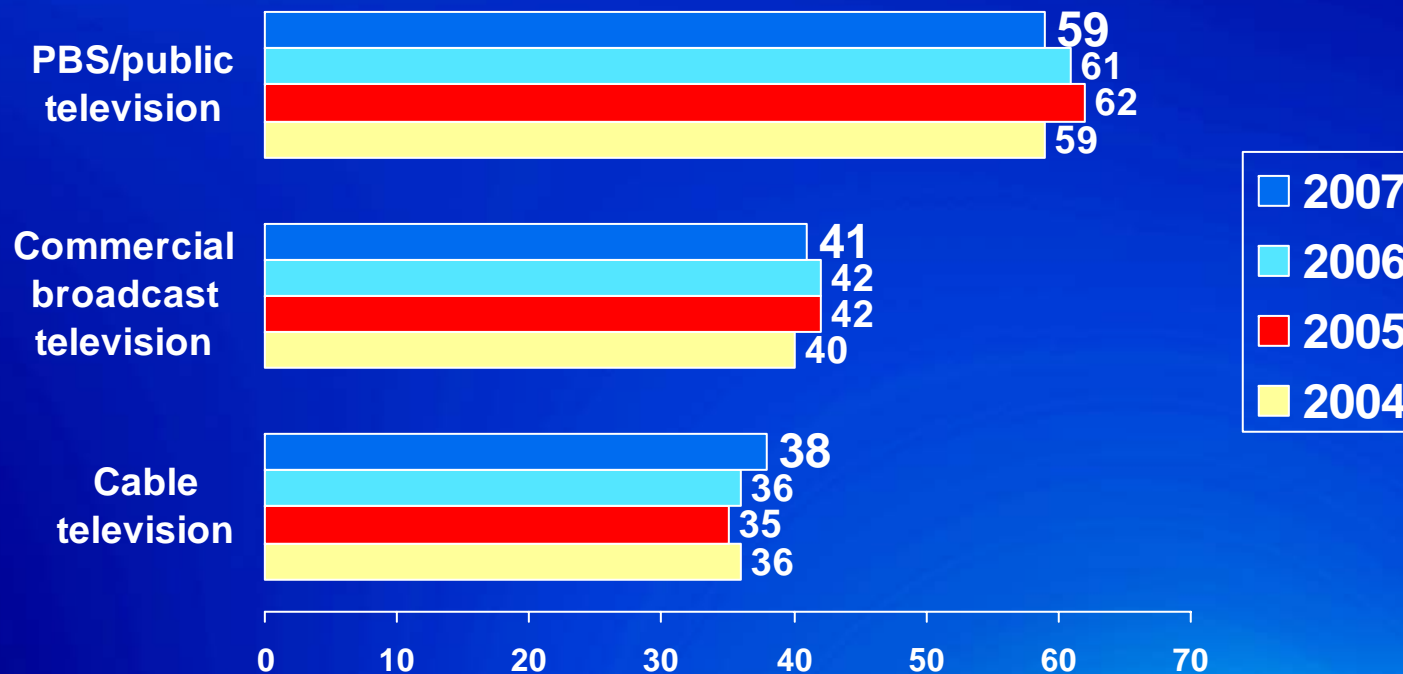


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# PBS Ranked Most Important to Have

How important is it that we have ...

*Percent saying "very important" on a 4-point scale (very, somewhat, not too and not at all important).*



Source: Roper Public Opinion Poll on PBS, January 2004, February 2005, January 2006 and February 2007.



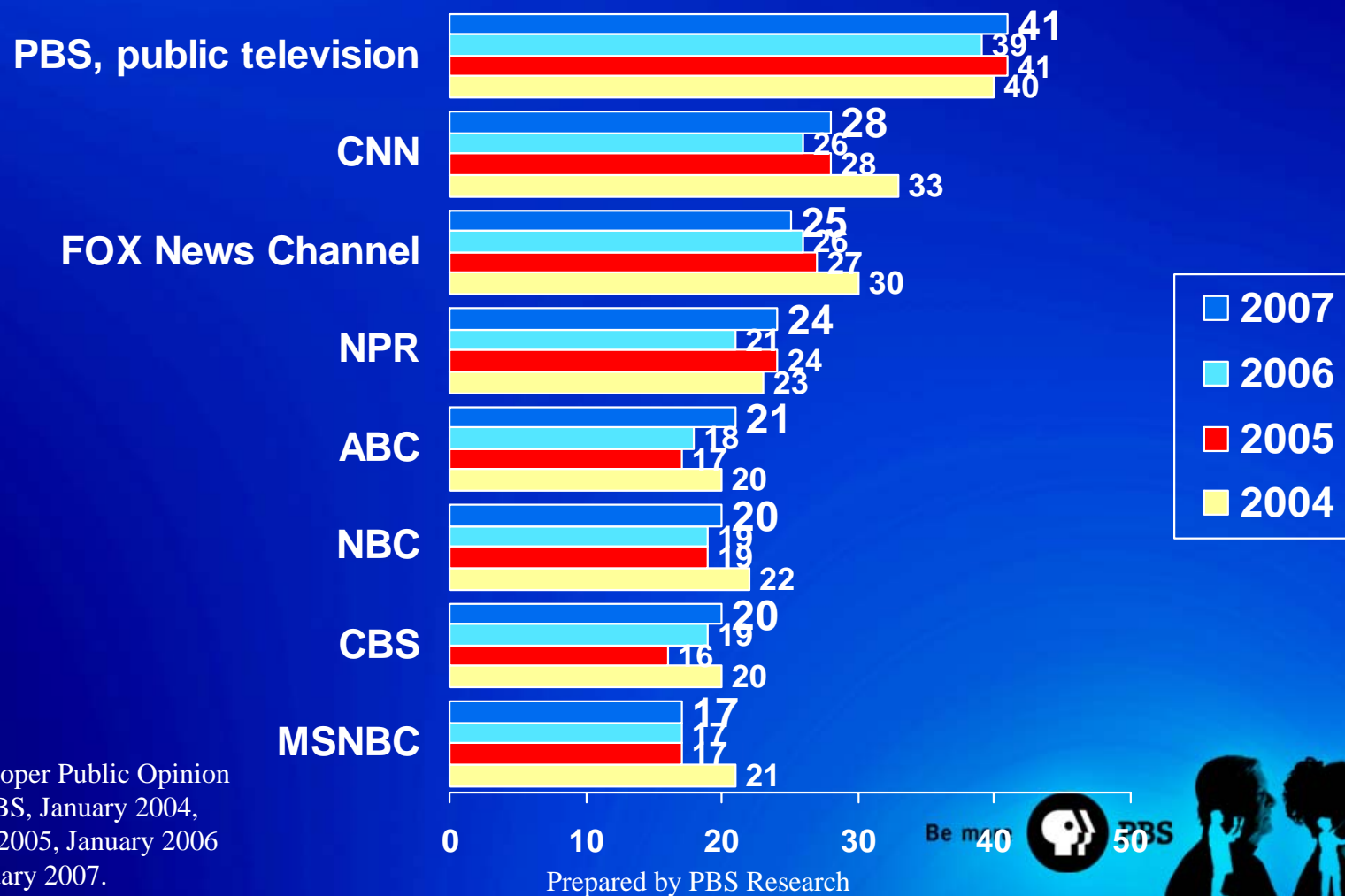
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# PBS News & Public Affairs Programs Most Trusted

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

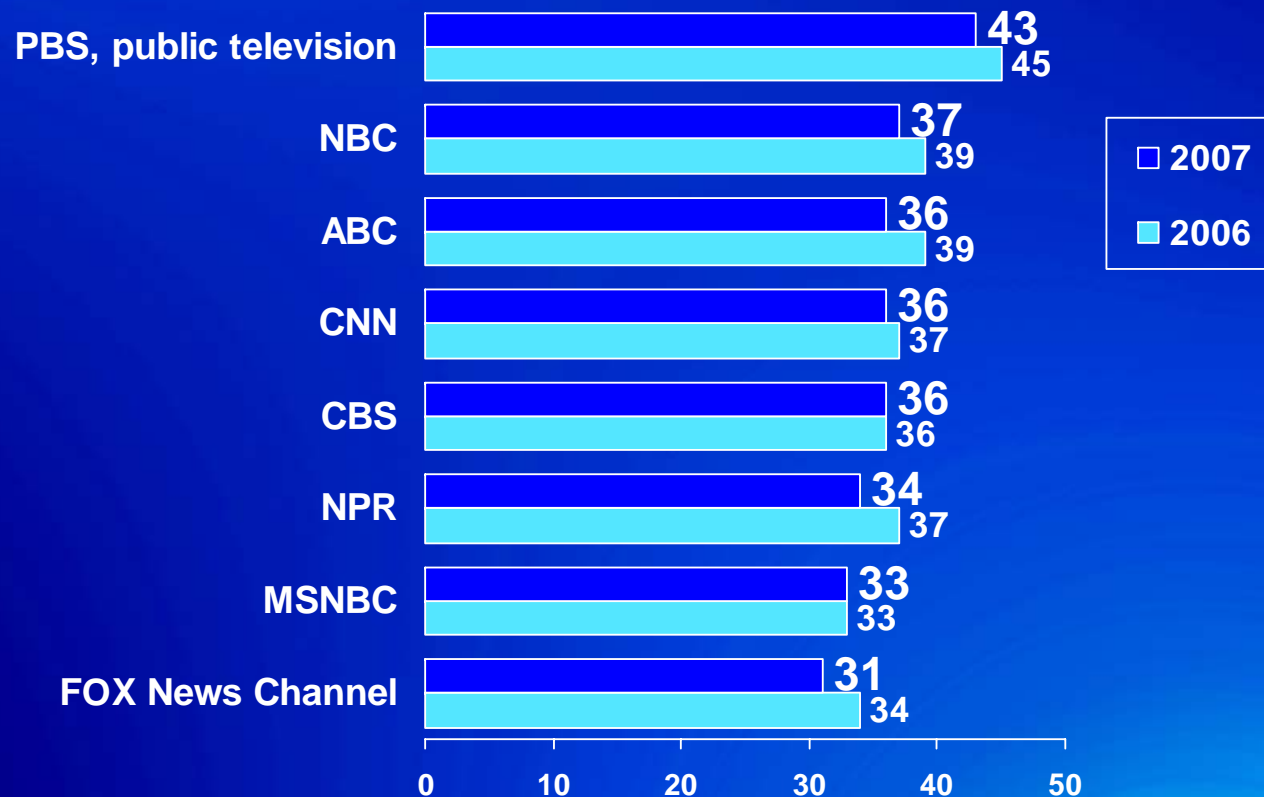
*Percent that trust "a great deal" on a 4-point scale (a great deal, somewhat, not too much, not at all).*



# 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."*



Source: Roper Public Opinion Poll on PBS, January 2004, February 2005, January 2006 and February 2007.



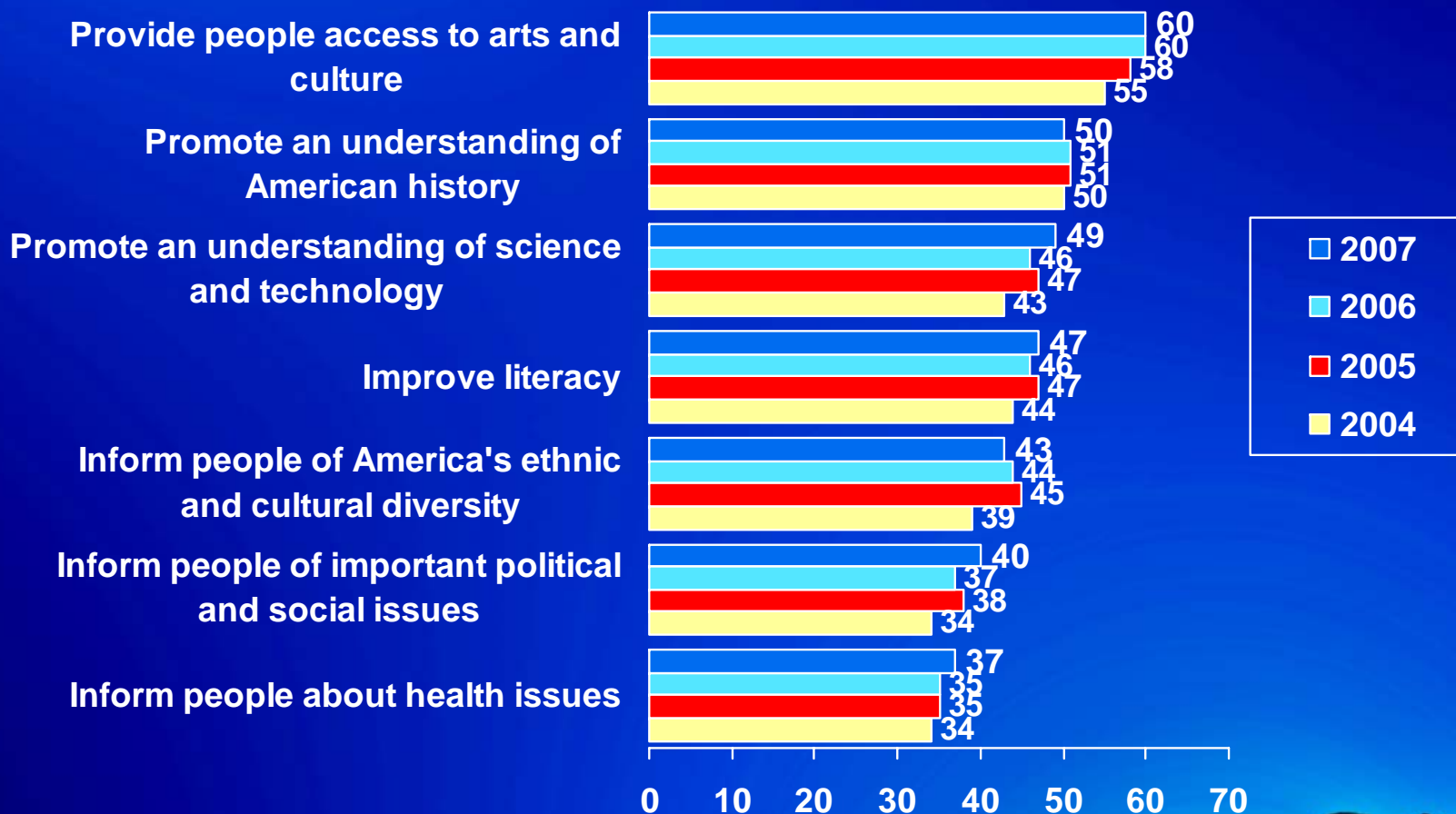
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# Improved Perceptions in How Well PBS Programs Address Issues

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

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



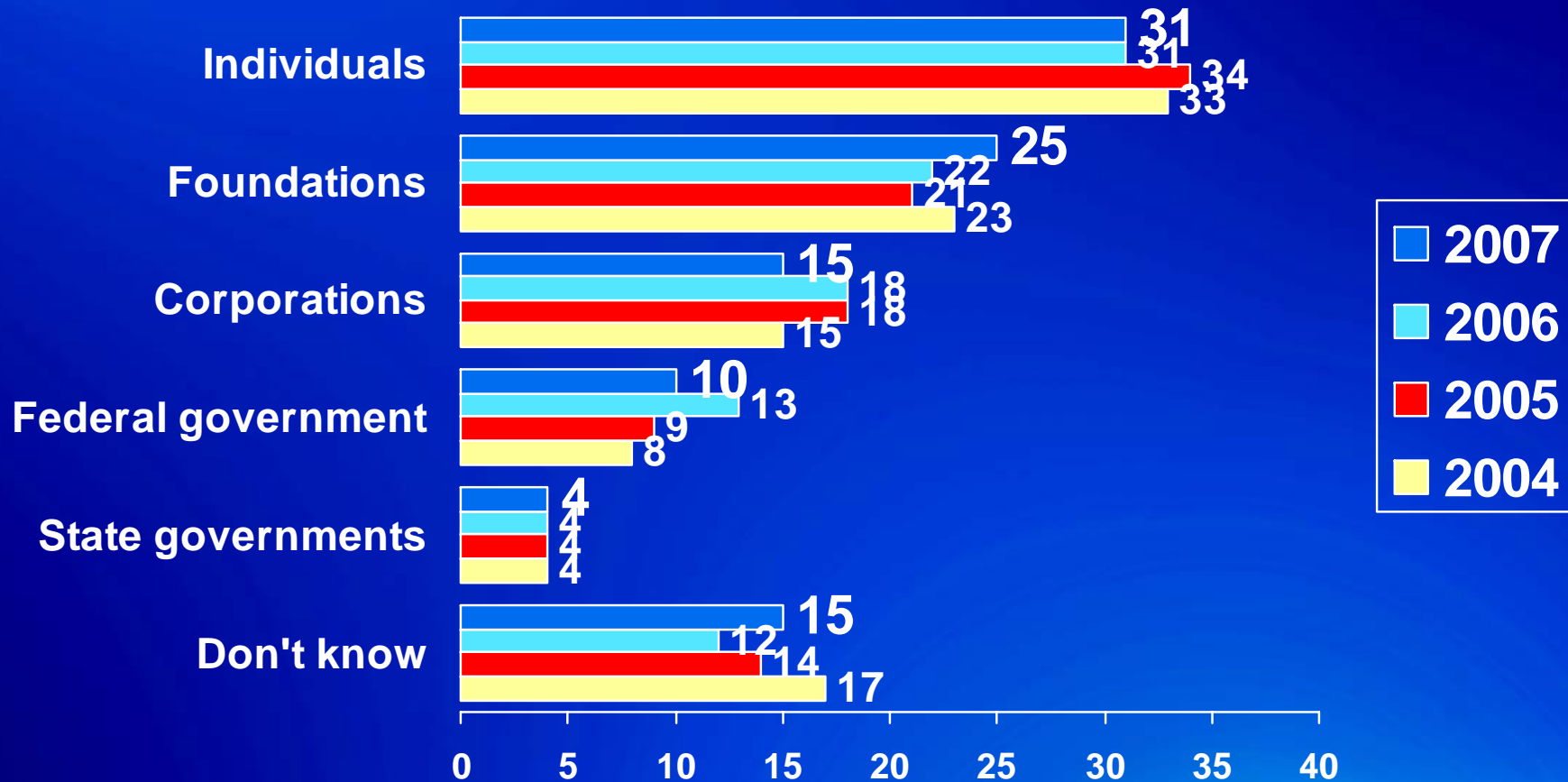
Source: Roper Public Opinion Poll on PBS, January 2004, February 2005, January 2006 and February 2007.



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# Who Provides PBS Most of Its Money?



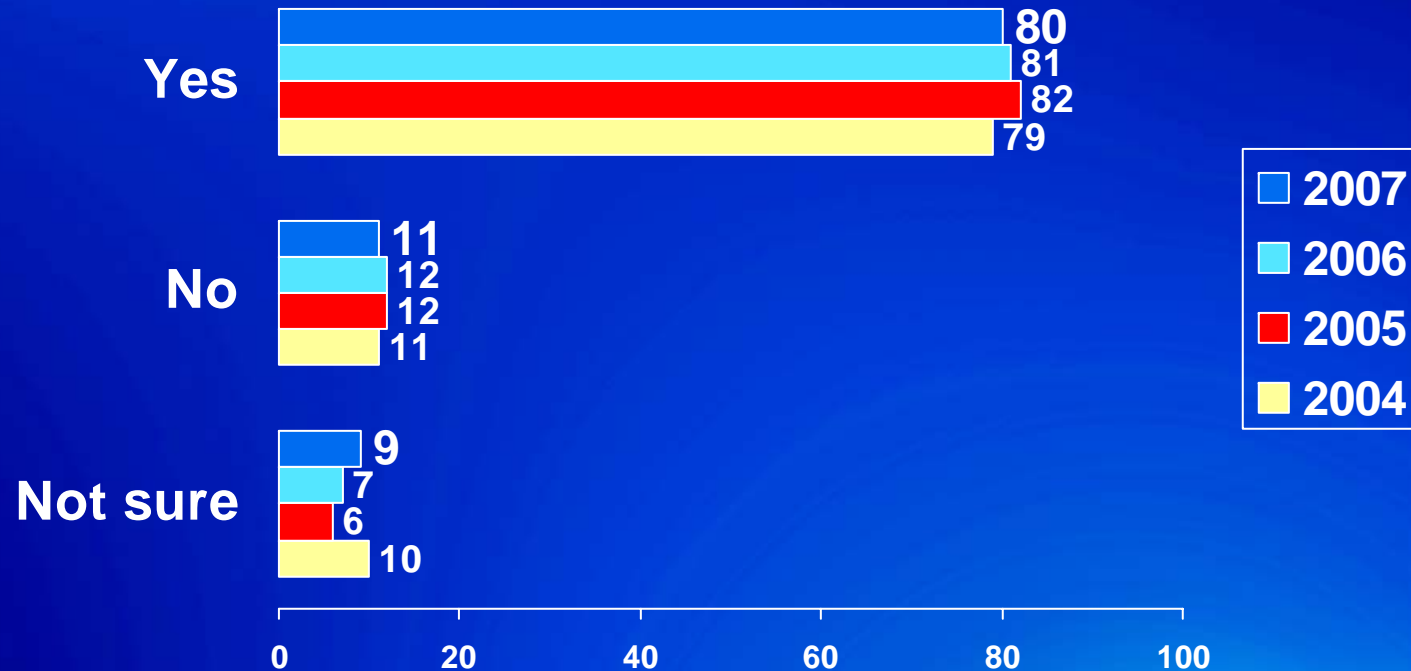
Source: Roper Public Opinion Poll on PBS, January 2004, February 2005, January 2006 and February 2007.



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# 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 2004, February 2005, January 2006 and February 2007.

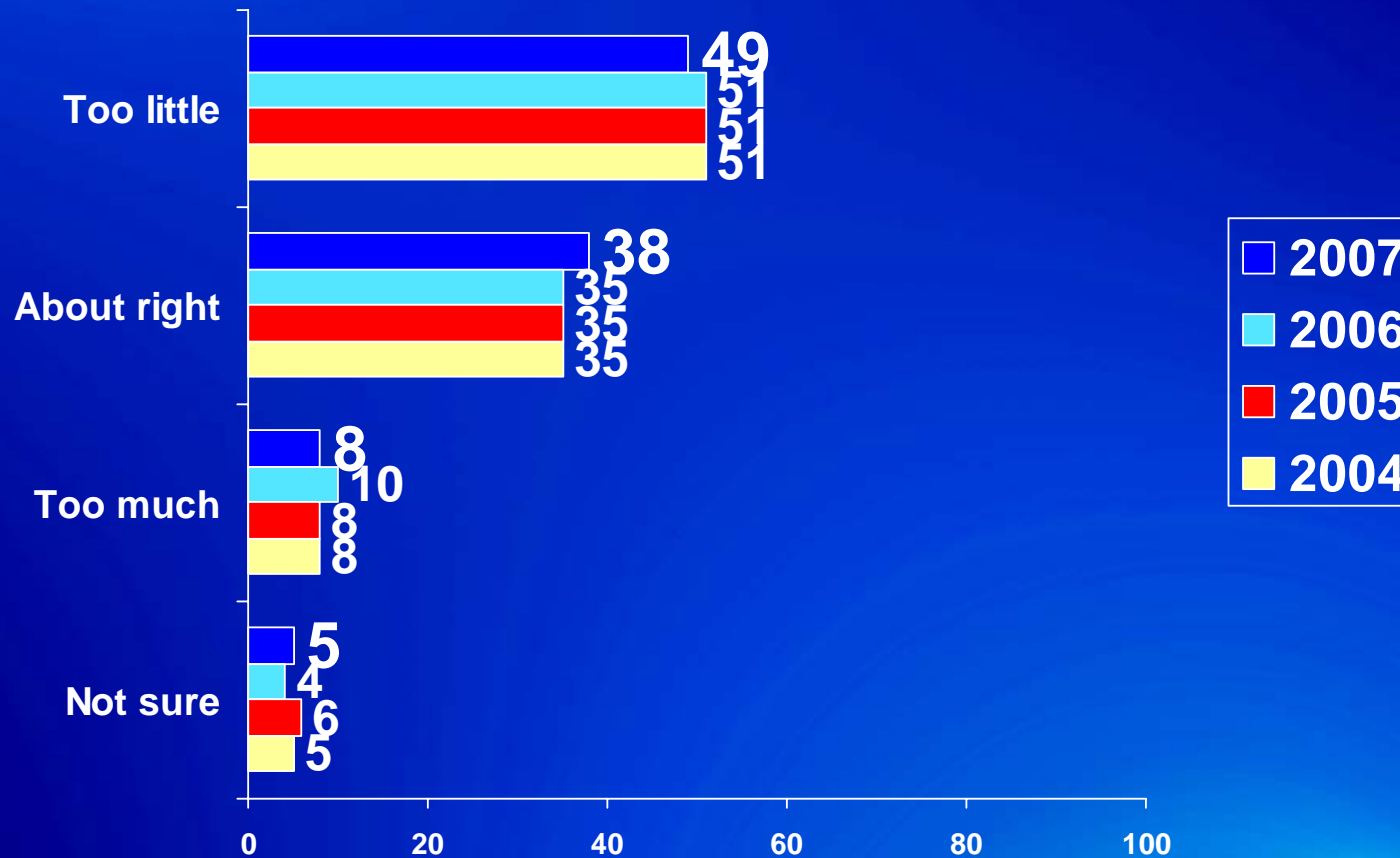


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# Amount of Funding from Federal Government Too Little

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 2004, February 2005, January 2006 and February 2007.



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