



## IDAHO'S ONLY STATEWIDE MEDIA OUTLET

IdahoPTV delivers 5 free over-the-air broadcast channels reaching nearly 100% of all Idaho households. Live broadcast streaming on IdahoPTV.org and through many OTT services.

## IDAHO PBS VIEWERS ARE: INFORMED

- 76% more interested in local news, 111% more interested in global news\*
- 15% more likely to attend adult education courses
- Children who watched SUPER WHY! scored 46% higher on standardized tests than those who did not watch the show - 2
- PBS affluent viewers rank #1 in spending on Education – tuition/room & board

## INFLUENTIAL

- 33% more likely to identify as religious\*
- 29% more likely to serve on community committees
- Contributors are 32% more likely to hold the job title of President
- Four of the top 5 most "objective" television sources that reach most opinion leaders are PBS programs

## ENGAGED

- Contributors are 127% more likely to have served on a committee for some local organization
- 37% more likely to be interested in woodworking
- 38% more likely to watch shows on PBS with their full attention
- 94% OF NOVA viewers are more likely to participate in environmental groups/causes

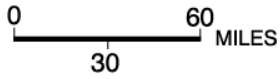
## APPRECIATIVE – 3

- 86% say PBS sponsors provide a valuable public service
- 70% say PBS sponsors are high quality brands
- 62% say PBS sponsors are industry leaders
- 74% appreciate the clutter-free, non-commercial environment
- 57% have a more favorable view of a business for sponsoring PBS.

## IDAHOPTV Local Impact-5 – 2021 IPI viewer survey

- 76% of respondents trust IdahoPTV and PBS a great deal and somewhat
- Views of Science Trek videos on Media Manager are up 198.88% 2019-2020
- 60% of Idahoans regularly watch IdahoPTV
- Over 90% of respondents would recommend IdahoPTV educational resources for parents, teachers and student
- Classroom Idaho, in 2020 provided 1,300 hours presented by certified Idaho teachers
- # individual donors
- 85% of moms agree that PBS KIDS has a positive influence in their community
- Preserving the History and Landscape of Idaho
  - GfK MRI's 2019 Doublebase database
  - \*\*Trac Media, Feb 2021
  - 2. Annenberg School of Communication, 2009
  - 3. "Reach Your Brand's Target Audience." PBS, Public Broadcasting Service, June 2021
  - 4- ORC Parent Caravan

# Statewide System



- Transmitter
- Microwave Link
- Translator
- Station/Studio

