WHY SPONSOR ON PBS?
OUR AUDIENCE WILL TELL YOU WHY.

THE PBS AUDIENCE IS MORE LIKELY TO WATCH & TRUST PBS THAN OTHER NETWORKS.

- THE PBS AUDIENCE TAKES ACTION AFTER WATCHING PBS PROGRAMMING.
  - 36% research more on the company, product or service.
  - 18% bought the product or service.

- 38% MORE LIKELY to watch shows that air on PBS with their full attention.

- 64% BELIEVE the sponsorships on PBS are more trustworthy than other networks.

- 62% AGREE THAT sponsors are industry leaders.

- 68% AGREE THAT sponsors create compelling advertising that is better than the ads on other networks.

- 76% AGREE THAT sponsors are committed to quality and excellence.

- 19% of those who made a purchase were motivated to buy a car.

PBS SPONSORS BENEFIT FROM HIGH EXPECTATIONS WHEN COMPARED TO OTHER NETWORKS.

*PBS Sponsorship Study: Audience Attitudes and Behaviors, City Square Associates, March 2015.*