



**INDIANA
PUBLIC
BROADCASTING
STATIONS**

***2009 STATEWIDE RESEARCH
EXECUTIVE SUMMARY***

[DRAFT]

Annually, Roper Public Affairs and Media conducts surveys on a national level to gauge public opinions and attitudes about public broadcasting. In 2009, the American public once again confirmed PBS as the most trustworthy institution in the United States.

To verify that its image at the state level is consistent with the national image of a trusted, high-value resource, Indiana Public Broadcasting Stations, Inc. (IPBS) partnered with Hirons & Company and Stone Research Services to gather and analyze regional data.

The following report reflects the results of an opinion survey that included 400 participants in Indiana, measuring how adult men and women rated IPBS in comparison with other public institutions, including television broadcast and cable networks.

The national survey was used as a guide for the Indiana-based survey, which focused on the perceptions of the general public about public broadcasting services available in Indiana and the value public broadcasting brings to Indiana communities and the state. In addition to public television, the Indiana survey also measured the image of public radio as perceived by the Indiana public.

Results verified that the image of PBS at the state level is in line with the national image of a trusted, high-value resource, with more than 50 percent of Indiana residents reporting that they trust the organization "a great deal." In addition, 90 percent of Indiana residents felt it was important that the state have public television. More than three-fourths of Indiana residents felt the same about public radio stations.

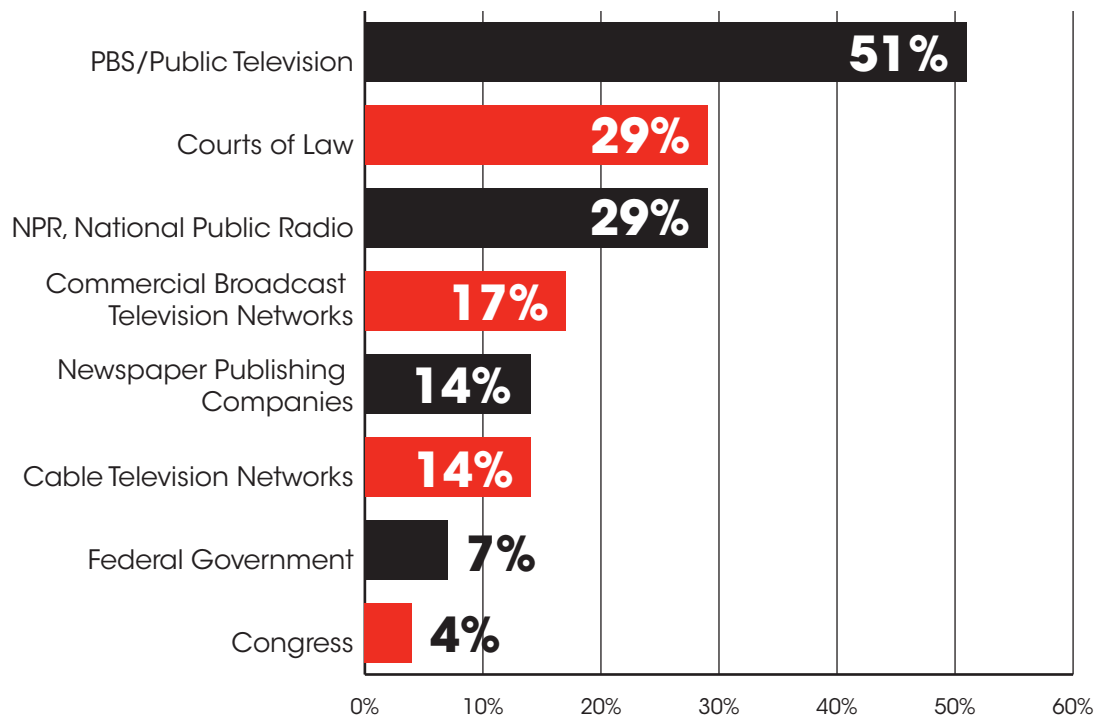
In Indiana, public broadcasting remains an important source of information. More than half of Indiana residents support the idea of Indiana increasing its funding of public television and radio broadcasting stations.

The following graphs represent additional key points from the Indiana survey.

How much do you trust each organization?

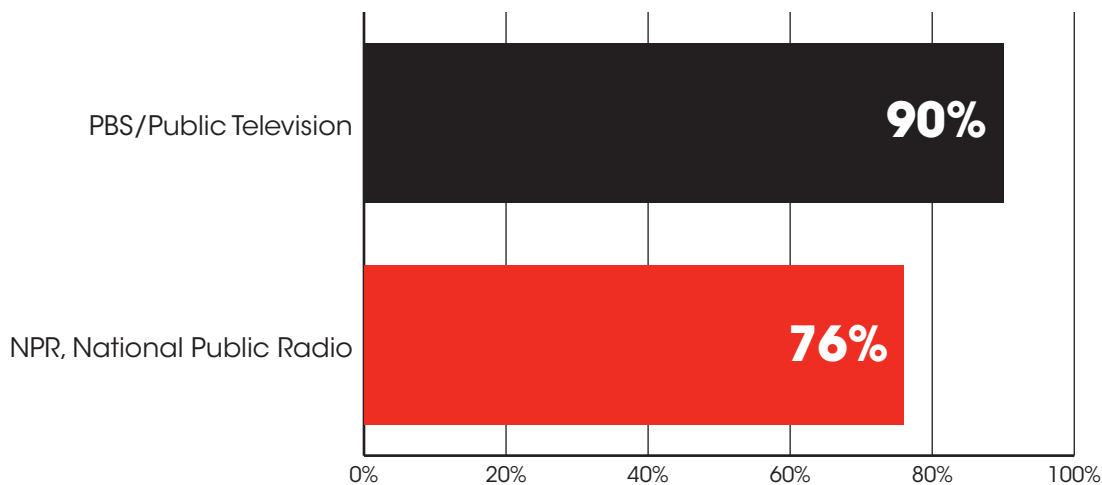
Percent saying they trusted each organization a "great-deal"
(on a four-point scale: not at all, not too much, somewhat, a great deal)

Percent saying they trust the organization "a great deal"



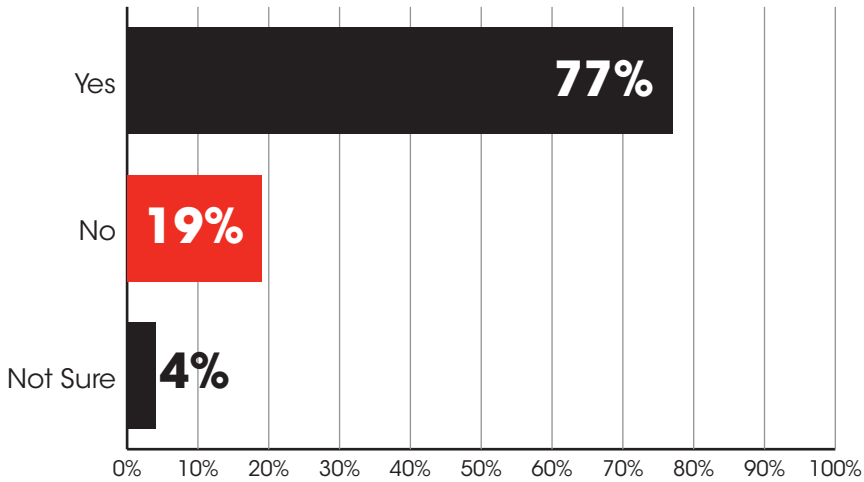
Indiana residents believe public broadcasting is important.

Percent responding "important"



How important is it that we have _____?

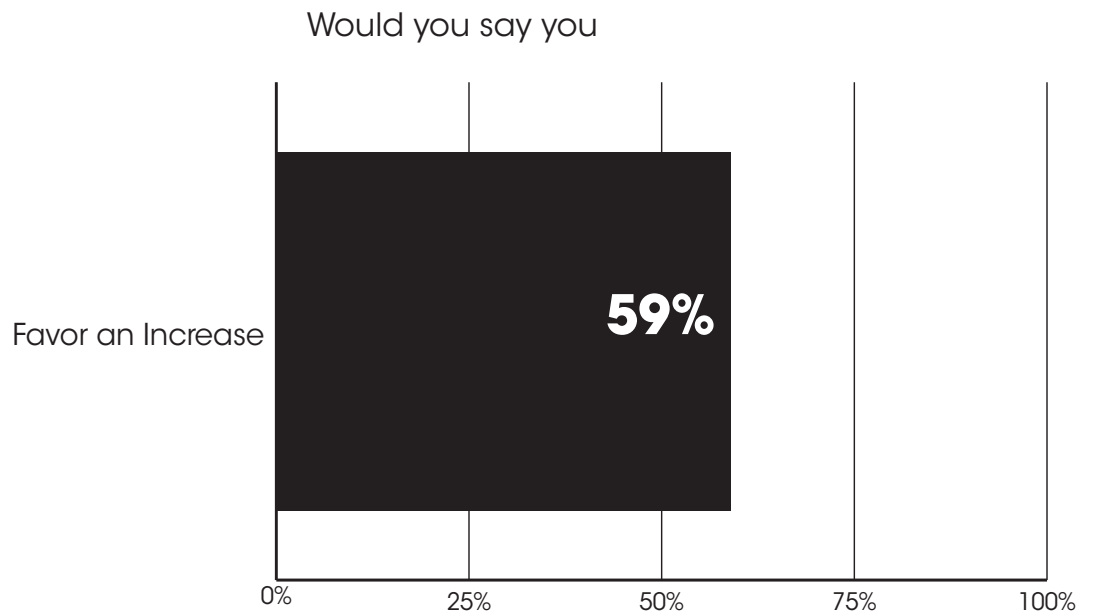
More than three-fourths of Hoosiers believe government dollars provided to PBS are well spent.



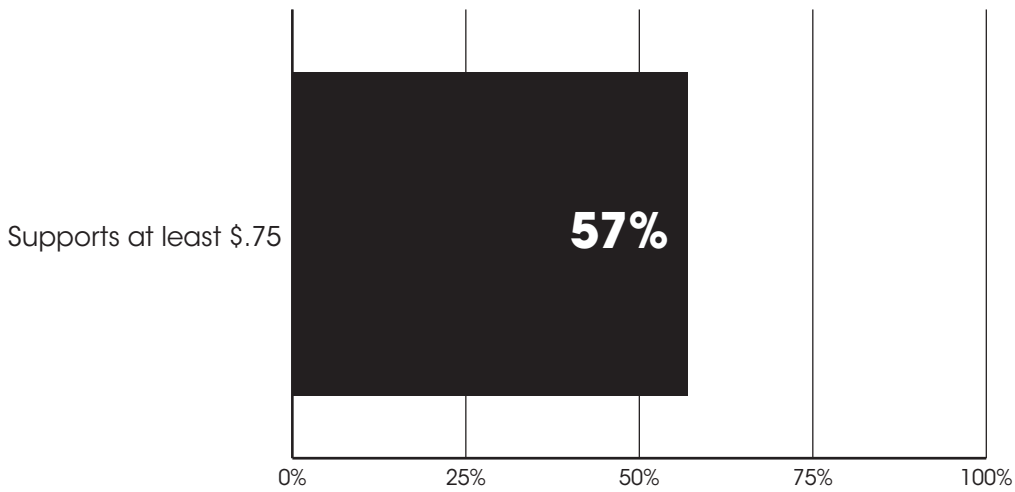
Is the money given to PBS stations from government, corporations and individuals money well spent?

Indiana residents support an increase in state funding for public broadcasting.

Would you support or oppose the idea of the Indiana state government increasing its funding of public television and radio broadcasting stations?



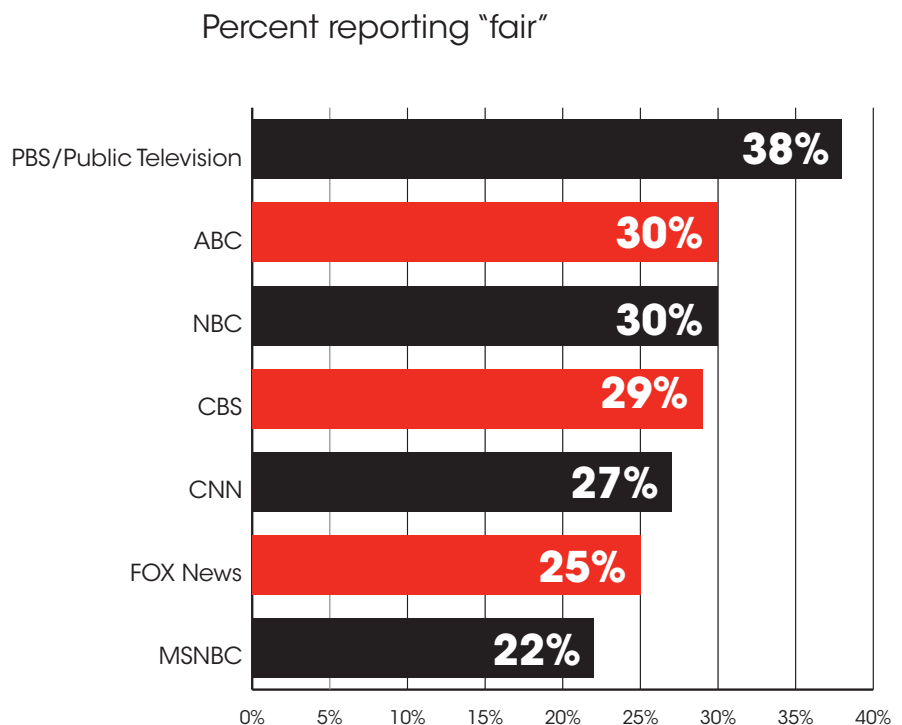
Of the 59 percent that support an increase in state funding 57 percent support at least \$.75 per person.



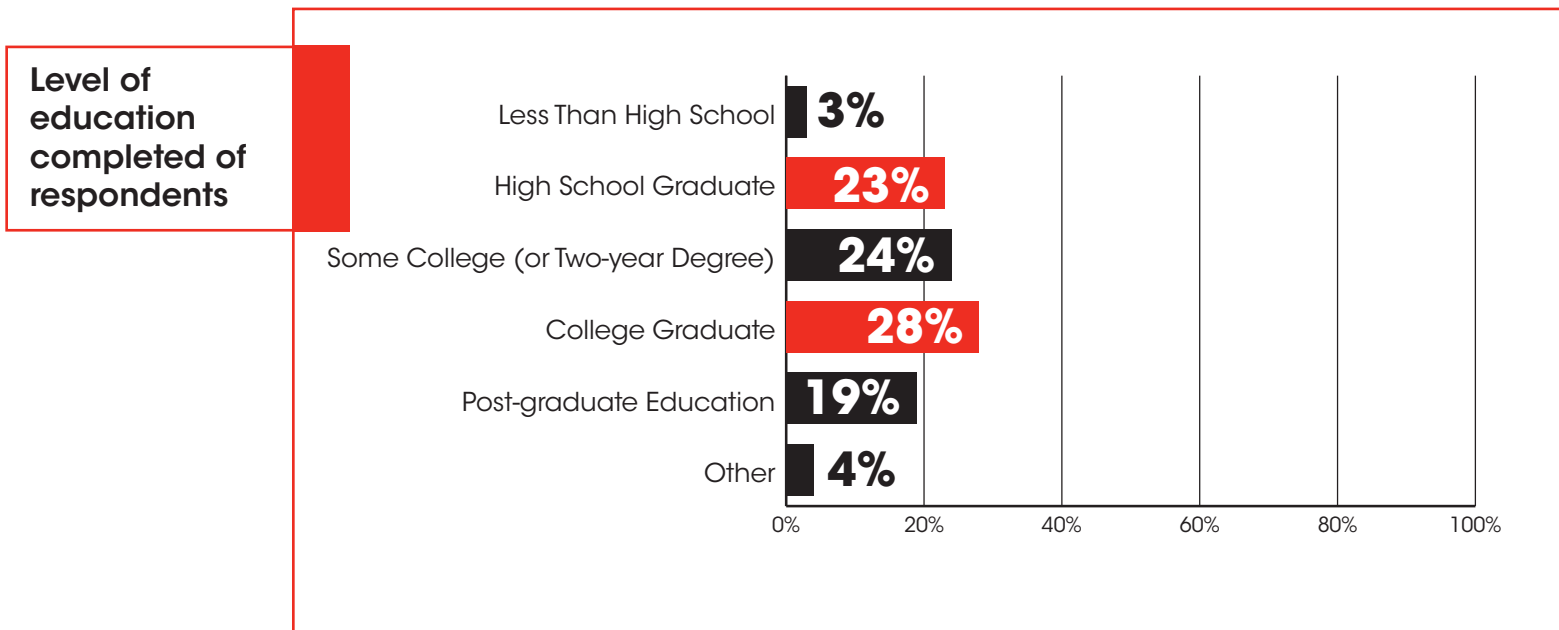
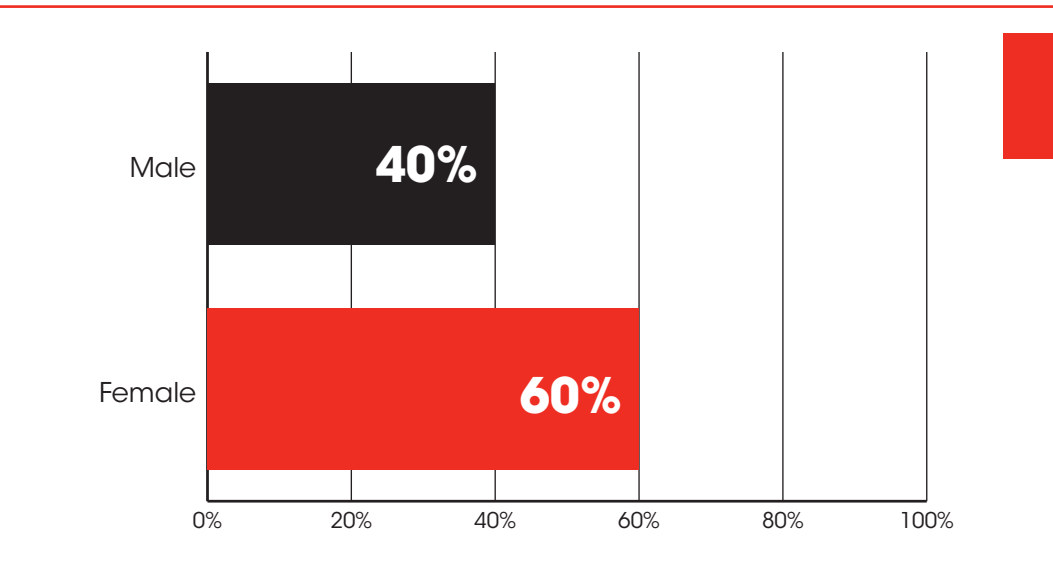
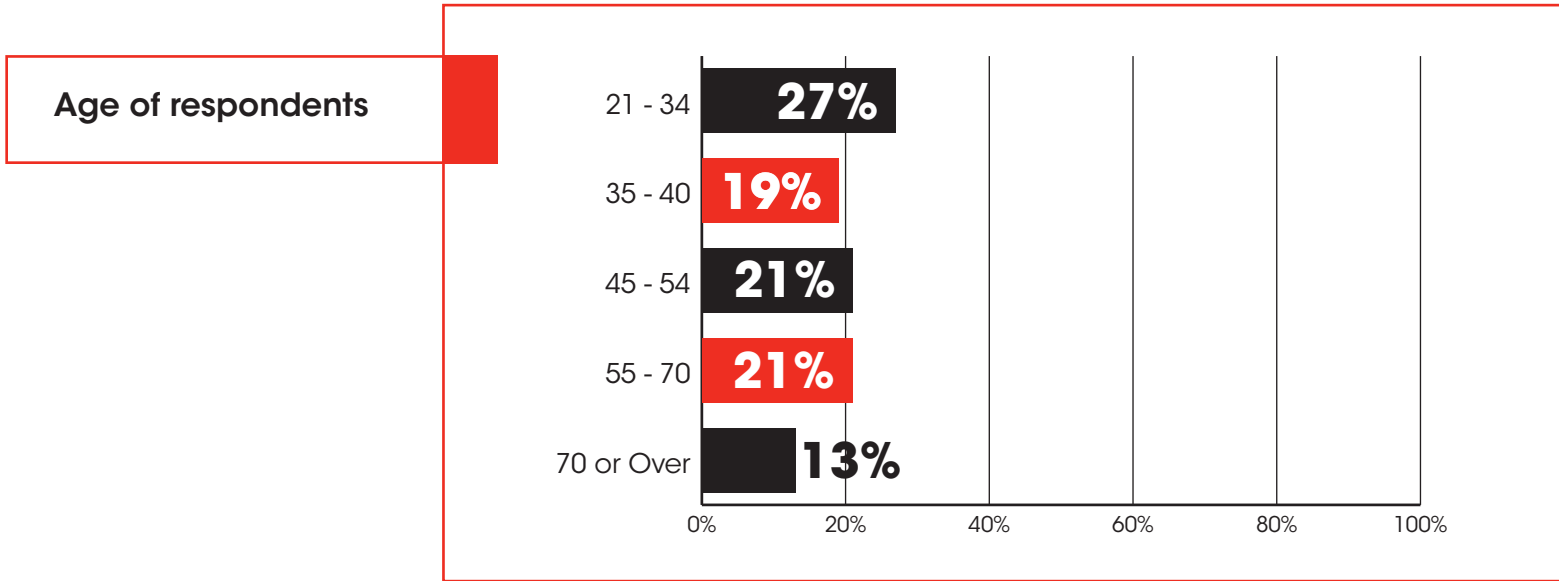
What amount of state funding would you support? That is, would you support state funding in the range of \$.50 per person per year, \$.75 per person, \$1 per person or more than \$1 per person per year?

Indiana residents feel local public television broadcasting reporting is fair.

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



Respondent Profile





ABOUT IPBS

Indiana Public Broadcasting Stations (IPBS) represents the eight NPR radio and eight PBS television stations working together in Indiana to provide engaging, educational and informative programming for all Hoosiers.

It's the only statewide cross-media consortium, a convening resource to connect stations and institutional partners to create a sense of community from Evansville to South Bend, and all points in between.

IPBS is the portal for partners to connect with each of the public broadcast stations across the state and the thousands of individuals who count on them each day.

MySource for Engaging Programs

Free and accessible programming that entertains and engages as it educates is the hallmark of our partners, PBS and NPR. From statewide and local news coverage free of commercial interests, to original documentaries on emerging issues, IPBS member stations are stewards of Indiana citizens' lifelong education. Hoosiers count on public broadcast stations statewide to be their source for engaging, important programming.

