



BROADCAST AND DIGITAL AUDIENCES

IdahoPTV delivers **5 free** over-the-air broadcast channels reaching nearly **100%** of Idaho households

Nearly **1 million unique viewers** watch Idaho Public Television broadcast and streaming content each month, with **8.5 million** monthly views¹

IDAHO PBS VIEWERS

INFORMED

- 76% more interested in local news, 111% more interested in global news²
- 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 show³
- PBS affluent viewers rank #1 in spending on Education – tuition/room & board⁴

INFLUENTIAL

- 33% more likely to identify as religious²
- 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 most opinion leaders are PBS programs⁵

ENGAGED

- Contributors are 127% more likely to have served on a committee for some local organization
- 60% of Idahoans regularly watch IdahoPTV⁶
- 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 –

- 86% say PBS sponsors provide a valuable public service⁷
- 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 IMPACT

- 92% of respondents trust IdahoPTV and PBS a great deal and somewhat⁶
- Over 90% of respondents would recommend IdahoPTV educational resources for parents, teachers and students
- Classroom Idaho, in 2020 provided 1,300 hours of lessons for grades K-6 created and presented by certified Idaho teachers and broadcast over the air
- Views of Science Trek videos on Media Manager increased 198.88% from 2019 to 2020
- 23,000 individual donors contribute to IdahoPTV every year

“Thank you so much for everything you do for us in Idaho. My wife, son and I watch PBS all the time and I am using it in my classroom every week. We wouldn’t know what to without you.” - Robert R., Twin Falls

Statewide System

