

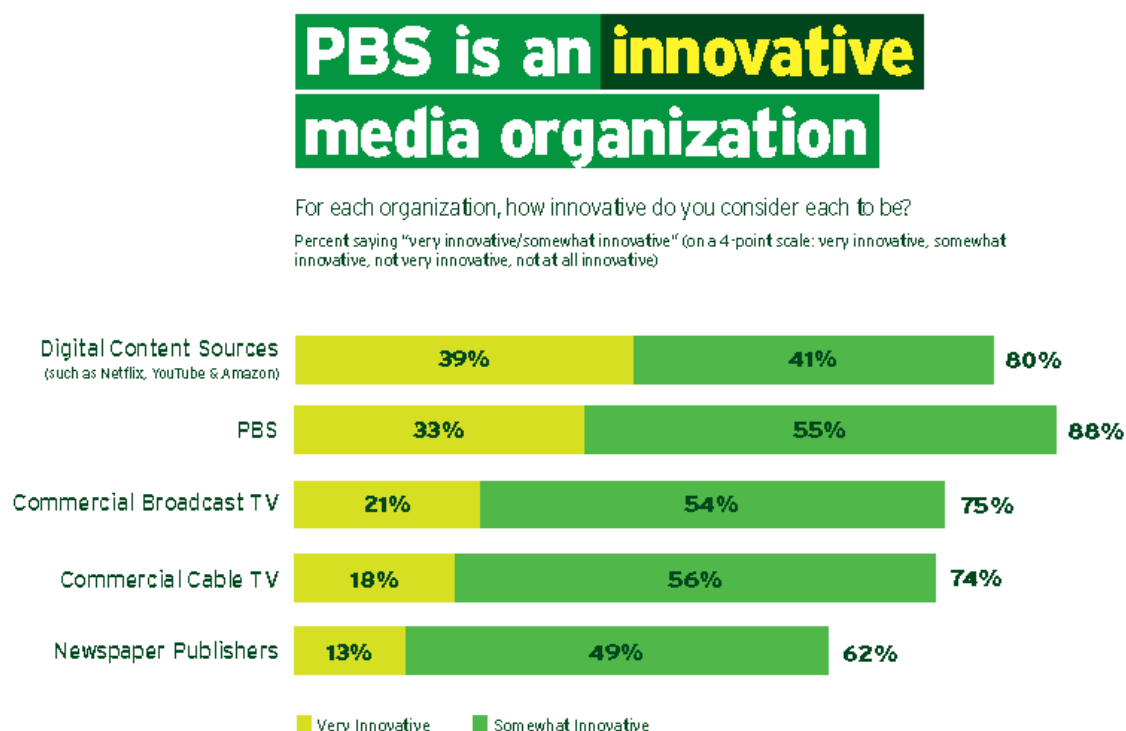
美國 PBS 品牌 #1

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美國公共廣播協會 (Publish Broadcast Service, PBS) 公布了最新的觀眾意見調查，在「信任度」、「重要性」、「創新」、「教育媒體品牌」與「兒童的教育媒體品牌」等面向，都是名列首位。

在「創新」面向，以「非常、部分、較少、沒有」四點量表法調查與數位平台內容、PBS、商業無線電視、地方商業電視與報紙媒體比較，其中「非常創新」與「部分創新」創新結果如下：

- 數位平台內容，「非常創新」39%、「部分創新」41%，計 80%。
- PBS，「非常創新」33%、「部分創新」55%，計 88%。
- 商業無線電視，「非常創新」21%、「部分創新」54%，計 75%。
- 地方商業電視，「非常創新」18%、「部分創新」56%，計 74%。
- 報紙媒體，「非常創新」13%、「部分創新」49%，計 62%。

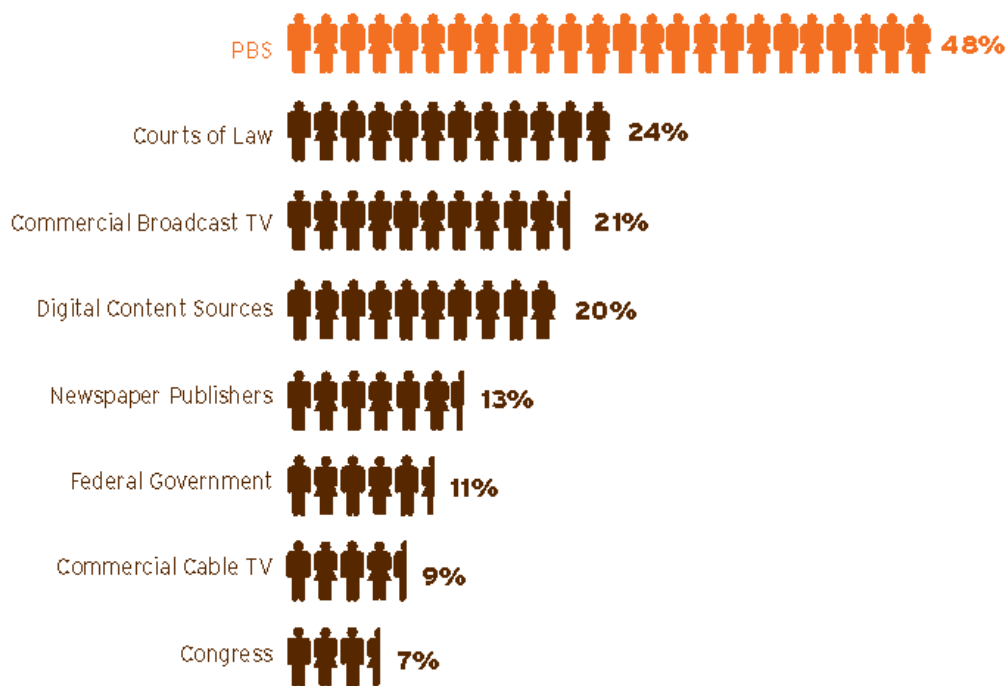


在「信任度」面向，問題：「你有多信任每個組織？」列出 PBS、法院、商業無線電視、數位內容平台、報紙、聯邦政府與地方商業電視等七個組織，調查結果 PBS 為 48%，高於第二位的法院 24%。

PBS is #1 in public trust

How much do you trust each organization?

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

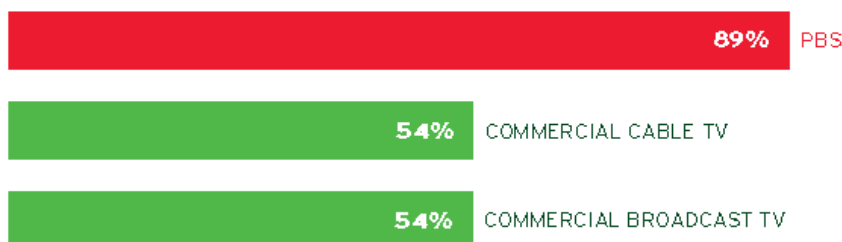


在「兒童的教育媒體品牌」面向，連續 12 年獲得第一名，問及「PBS 是值得信任與安全給兒童收看的電視、數位平台與行動裝置？」，各有 89%、84%與 81%的肯定。

PBS is a **trusted & safe** place to watch television

How much do you agree with the statement that _____ is a trusted and safe place for children to watch television?

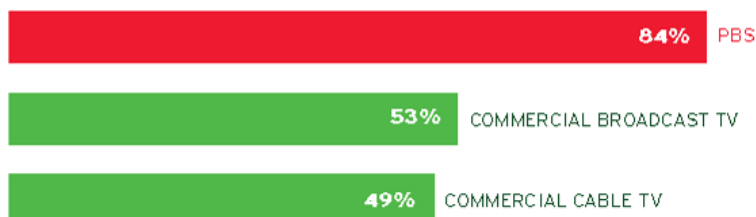
Percent saying "agree strongly/agree somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).



PBS is a **trusted & safe** place to visit on digital platforms

How much do you agree with the statement that _____ is a trusted and safe place for children to visit on digital platforms?

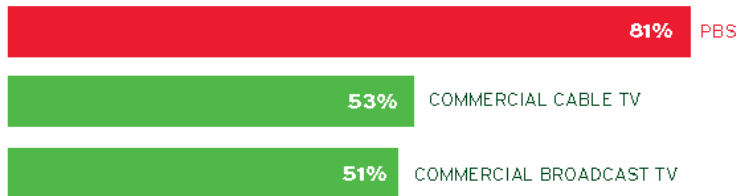
Percent saying "agree strongly/agree somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).



PBS provides trusted & safe mobile apps for children

How much do you agree with the statement that _____ provides trusted and safe apps for children on mobile devices?

Percent saying "agree strongly/agree somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).

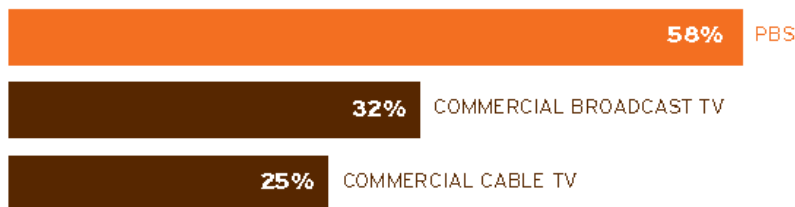


在「重要性」面向，問到「PBS、商業無線電視、地方商業電視的重要」，依序 PBS 為 58%，商業無線電視為 32%，地方商業電視為 25%。

PBS is #1 in importance

How important is it that each of the following types of television is available?

Percent saying each type of television is "very important" (on a 4-point scale: very important, somewhat important, not too important, not at all important).

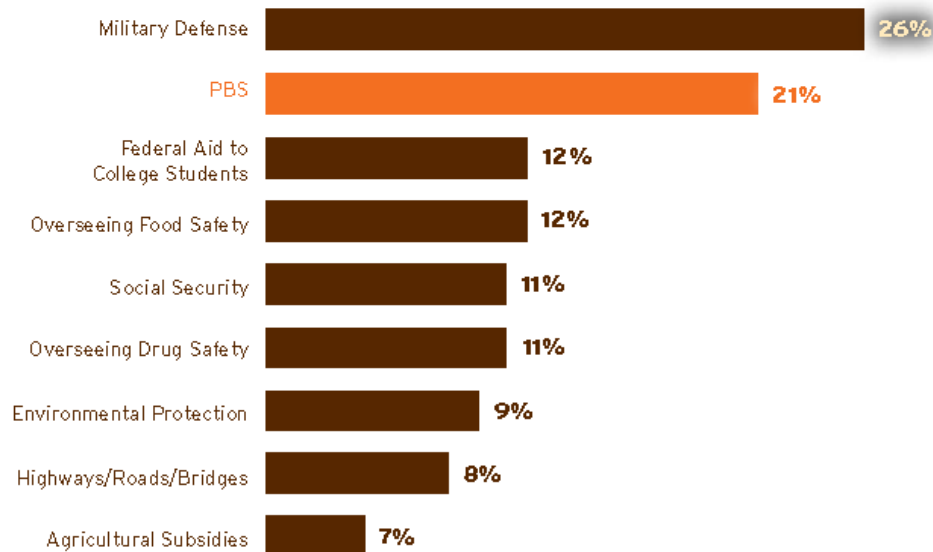


在「預算使用」面向，調查結果顯示，觀眾認為 PBS 提供「極佳價值(excellent value)」為 21%，僅次於第一位 26% 的國防軍隊預算。

PBS provides excellent value for tax dollars

For each of the following services that are funded using tax dollars, please rate the value that you receive.

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



這份調查是 2015 年元月委託 CARAVAN 市調公司進行，以家用電話與手機進行 18 歲以上觀眾意見調查，完成 1010 個有效樣本。PBS 目前有 350 個會員，該組織自己有 50 多個以上的社群網站與 APP，1 億 3 百萬收視觀眾，3 千 3 百萬線上用戶。

參考資料

1.<http://valuepbs.org/>

2.http://www-tc.pbs.org/about/media/about/cms_page_media/920/2015_Trust_Booklet_1.pdf?utm_source=bestofnewsletter&utm_medium=email&utm_content=Best_of_March-15_C&utm_campaign=&elqTrackId=2eb478eba7f84ab69d820e75b62864ba&elq=1c23a03a58fa494da9a2cf3ca1fca24e&elqCampaignId=778&elqaid=1467&elqat=1