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Public Opinion Poll Says PBS is #1 in Public Trust

TOLEDO, OH –The 2010 Roper Public Opinion Poll found 45 percent of Americans trusted public television over any other news source including the federal government and are more satisfied with PBS programming than cable or commercial television. Forty percent of Americans also said they trusted PBS news and public affairs programs more than any other network, also ranking them the most unbiased.

Currently, public broadcasting receives 15 percent of its funding from the federal government. This translates to approximately one dollar per person per year of government support. According to the poll, PBS ranked second only to military defense for an "excellent value for tax dollars." Eighty percent of respondents said monies given to PBS stations are well spent and 58 percent believed having public television is very important.

"The 2010 Roper Poll results come at a critical time for public media in the United States," said Darren LaShelle, director of content and creative services at WGTE. "Congress is currently debating whether PBS is a valuable resource for the American people and I think these poll results show that not only is it valued, but it's a trusted, important part of American life that should continue to be funded."

WGTE Public Media, a PBS affiliated station, provides excellent local programming for both children and adults on three television stations and four radio stations.

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WGTE Public Media (The Public Broadcasting Foundation of Northwest Ohio) is a non-profit organization and a center of learning and education for Northwest Ohio and Southeast Michigan. Founded as an educational institute in 1952, education remains at the heart of what we do every day. From our entertaining, informative and educational programs that air on WGTE TV, FM 91, and Knowledgestream.org, to our professional development opportunities for K-12 teachers and preschool day care providers, WGTE helps to make Northwest Ohio and Southeast Michigan a better place to live. Discover WGTE at www.wgte.org.