



Topline Findings

Ipsos Poll Conducted on Behalf of Eagle Hill Consulting

Washington, DC, April 28, 2017

1. Do you have access to public television (PBS)?

	All Respondents (n=1,008)
Yes	84%
No	16%

2. Are you aware that government agencies use the public television to distribute alerts during emergencies (tornado, hurricane, terrorist attack, earthquake, etc.)?

	All Respondents (n=1,008)
Yes	80%
I do not have a PCP	20%

3. Do you trust public television as a resource for:

	All Answering (n=504)
Educational programming for children with their parent(s) and/or caregiver at home	59%
Educational programming for children in the classroom	56%
Emergency alerts and notifications (tornado, hurricane, terrorist attack, earthquake, etc.)	67%
News and public affairs	57%
Science, history and arts programming	61%
None of the above	10%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Topline Findings – continued –

4. Do you believe that public television could be an effective channel to:

% YES	All Answering (n=504)
	Educate children about responding to emergencies?
Educate underserved populations (i.e., low income communities; individuals with disabilities; rural communities; etc.) about responding to emergencies?	87%

About the Study

These are the findings from an Ipsos poll conducted April 13-14, 2017 on behalf of Eagle Hill Consulting. For the survey, a sample of 1,004 adults over the age of 18 from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,004, DEFF=1.5, adjusted Confidence Interval=5.0).

For more information about conducting research intended for public release or Ipsos’ online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

For more information on this news release, please contact:

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Vice President, U.S.
Ipsos Public Affairs
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Tel: +1 202 420-2025



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Marie-Pierre Lemay
Account Manager, U.S.
Ipsos Public Affairs
+1 613 793-1622
marie.lemay@ipsos.com

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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GAME CHANGERS

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At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

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and is eligible for the Deferred Settlement Service (SRD).

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www.ipsos.com

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