

GOODMAN RESEARCH GROUP, INC.
Program Evaluation • Consultation • Market Research

Frozen Planet Summative Evaluation

PREPARED BY

Elizabeth R. Bachrach, Ph.D.
Markeisha Grant, B.A.
Irene F. Goodman, Ed.D.

SUBMITTED TO

Christine Weber
Vice President for Production
Discovery Channel

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EXECUTIVE SUMMARY

Frozen Planet is a seven-episode prime time television series, with a complementary interactive website, co-produced by the BBC and the Discovery Channel. Through high-definition “blue chip” visuals, the series aimed to increase awareness and understanding about the natural world. Producers intended for the project to inspire the audience both to learn and to enhance their appreciation of life at the polar regions and of the effects of seasonal change on our earth. With a grant from the National Science Foundation (Award number: 0848627), the Discovery Channel contracted with Goodman Research Group, Inc. (GRG), a Cambridge-based research firm specializing in the evaluation of educational programs, to conduct summative evaluation of the *Frozen Planet* project.

The goal of GRG’s summative evaluation was to assess the overall influence of the series and website on TV viewers and web visitors. In accord with the Discovery Channel team’s hope that *Frozen Planet* would “change hearts and minds” of its audience, GRG designed an evaluation to examine the effects of exposure to *Frozen Planet* on participants’ affect, cognition, and behavior. In particular, the evaluation posed the following research questions:

1. To what extent did *Frozen Planet* lead to increased appreciation for and enlightenment about life in the earth’s polar regions?
2. Did *Frozen Planet* give viewers a better fundamental understanding about the environment where the animals live?
3. What was the overall use of and response to the series and the website?

To address these questions, GRG conducted a national viewer study of 82 participants who completed online surveys before and after viewing at least three and up to all seven *Frozen Planet* episodes. GRG also developed and launched a survey of the *Frozen Planet* website. In all, 1,912 visitors to the *Frozen Planet* website over the broadcast period completed the online survey. All evaluation participants commented on their exposure to the various *Frozen Planet* resources (i.e., series, website features, social media sites), and described outcomes of use of the program overall.

KEY FINDINGS

Frozen Planet appealed to a wide audience including those with a range of knowledge and interests in science research and environmental issues. The audience was inspired to seek out more information, learn about ways to get involved, and to encourage others to do the same.

- *Frozen Planet* elicited an affective, or emotional, response from its viewers, reflective of “changing hearts.”

- Viewers expressed their impressions of the series, how they would characterize their experience, and how they would describe it to others. In all instances, they used words that spoke to their emotional response to the series and its “*visually stunning*” and “*inspiring*” portrayal of the natural world.
- *Frozen Planet* was received quite positively by all viewers (95% rated the series overall as *very good* or *excellent*). Moreover, those who watched all seven episodes reported even stronger enjoyment of the experience; average series ratings were 4.87 and 4.63 out of a possible 5.
- Viewers had difficulty selecting an episode they liked best or least; they reported enjoyment of the entire series. They identified particular scenes and stories that stood out to them. Particular stand-out scenes or stories were those that featured penguins interacting, building their nests and returning to their babies and partners after spending time at sea; the wolves hunting bison; and the caterpillar taking years to become a moth.
- Viewers expressed strong appreciation for learning how the seasons change and the animals adapt to their surroundings. They enjoyed the opportunity to see footage of areas of the earth to which they have not previously been exposed.
- *Frozen Planet* provided viewers with an increased fundamental understanding about the natural world, reflecting a cognitive response akin to “changing minds.”
- After viewing, participants reported significantly higher understanding of the natural world, how animals behave and adapt to life in the polar regions, and the differences between the Arctic and Antarctica. They also reported significantly higher familiarity with and understanding of terms and phenomena that were new to them. For example, before viewing, 76% had *never heard of* katabatic winds; after viewing, 65% *heard of it and know what it is*.
- The series effectively increased awareness of life at the earth’s polar regions, and understanding of how seasonal change at the poles affects the entire earth. Average ratings were 4.60 and 4.39 out of 5, respectively.
- Already strong interest in the earth’s polar regions, life at the poles, and animal rights and protection increased significantly after viewing.
- Viewers were motivated to watch more of the series and to learn more about conservation and environmental issues. After viewing and/or visiting the website, *Frozen Planet* users planned to seek additional information and discuss with others issues related to conservation, the environment, and the natural world.

- Both series viewers and website visitors were likely to recommend *Frozen Planet* to friends and family members, as well as to watch more and visit the website again themselves.

KEY RECOMMENDATIONS

- Use off-screen narration for future series where the visuals can speak for themselves. Viewers perceived a clear sense of understanding and call to action by learning about the life and experiences of animals at the polar regions.
- Develop cross-promotion of TV and online resources for future series about the natural world. The topics and issues raised were appealing to the audience and use of one resource (e.g., TV or website) piqued interest such that users were motivated to continue their exposure and learning by watching more episodes, visiting the website, and discussing the issues with friends and family.
- Include in the tease for upcoming episodes some form of cliff-hanger that will compel viewers to tune in the following week. Viewers were highly engaged in the animals' stories and wanted to see how each scenario ended. A tease for the next program might show part of a hunting scene, excluding the outcome of the chase.
- Consider the invitation to provide feedback on a series as a means of additional promotion for future series. While the website reached a broad range of visitors, some participants in the viewer study indicated they may not have known about or watched the series if not for their participation in the summative evaluation.
- The opportunity to provide feedback that may affect future production can be an effective way to increase and sustain viewership of future programs and series.

INTRODUCTION

FROZEN PLANET

Frozen Planet is a seven-episode prime time television series, with a complementary interactive website, co-produced by the BBC and the Discovery Channel. *Frozen Planet* aims to increase awareness and understanding about the natural world, including the environment and animals living in the wild. Through high-definition “blue chip” visuals, the series has sought to inspire its audience to learn as well as to enhance their appreciation of life at the polar regions and of the effects of seasonal change on our earth. The production team hoped that the series would contribute to “changing hearts and minds” of viewers such that they feel enlightened about these topics after watching.

The Discovery Channel production team received a grant from the National Science Foundation (Award number: 0848627) and contracted with Goodman Research Group, Inc. (GRG), a Cambridge-based research firm specializing in the evaluation of educational programs, to conduct summative evaluation of the *Frozen Planet* project.

GRG’S EVALUATION OF *FROZEN PLANET*

The goal of GRG’s summative evaluation was to assess the overall influence of the series and website on TV viewers and web visitors. In accord with the Discovery Channel team’s objective, GRG designed an evaluation to examine the effects of exposure to *Frozen Planet* on participants’ affect, cognition, and behaviors related to the experience. In particular, the evaluation sought to answer the following research questions:

1. To what extent did *Frozen Planet* lead to increased appreciation for and enlightenment about life in the earth’s polar regions (Affect)?
2. Did *Frozen Planet* give viewers a better fundamental understanding about the environment where the animals live (Cognition)?
3. What was the overall use of and response to the series and the website (Behaviors)?

METHODS

EVALUATION DESIGN

GRG designed evaluation activities to assess the effectiveness of both the *Frozen Planet* series and the associated interactive website, as described below:

1. **National Viewing Study:** GRG recruited a national sample of participants to view at least three of the seven episodes of *Frozen Planet* and to complete online pre-viewing and post-viewing surveys. With evaluation activities concurrent with the series TV airdates, participants were invited to watch the program on DVDs mailed to them by GRG and/or to watch live when the programs aired. They were encouraged to watch additional episodes as well. The required episodes (i.e., on the DVDs) were: *Ends of the Earth*, *Spring*, and *On Thin Ice*.
2. ***Frozen Planet* Website Survey:** GRG developed and programmed an online survey that the Discovery Channel web team posted on a few of the *Frozen Planet* website pages. The survey appeared as a “pop-under” link¹ to a sample of visitors. The survey link was available on the website from three days before the first airdate (March 16) through the second to last airdate (April 16).

GRG developed and programmed all of the online surveys using CVENT programming software. (See Appendix A for copies of all data collection instruments with complete responses filled in.)

DATA COLLECTION

National Viewer Study Recruitment and Data Collection

In February 2012, GRG recruited participants for the viewer study via two different methods. In efforts to include both regular Discovery Channel viewers and non-viewers, as well as participants with a range of pre-existing interest in the natural world, half of participants were recruited by Survey Sampling International (SSI), a random digit dialing company, and half responded to an invitation link to the study screener that was posted on the Discovery Channel’s *Shark Week* Facebook page.

The intent was to recruit a sample of 80 participants who were similar demographically to regular Discovery Channel viewers, about equally divided by gender, ages 25 to 54, and reflecting a range of racial/ethnic backgrounds. After one week, GRG had a list of 125 prospective participants (79 were from SSI and 46 were from the GRG/Discovery Channel Facebook recruit).

At the beginning of March 2012, GRG invited interested participants to complete the pre-viewing survey before *Frozen Planet*’s first airdate (March 19, 2012). In

¹ The link opened as a new window itself, rather than replacing the *Frozen Planet* website page that visitors were on at that time.

all, 88 participants completed the pre-viewing survey, which GRG designed to gather demographic information about the participants; to examine pre-viewing interest in current events, environmental issues, the polar regions, and conservation issues; and to assess pre-viewing knowledge about animals and life in the polar regions.

GRG sent a link to the online post-survey to the 88 viewers one week after the final episode aired. Questions assessed any change in knowledge, attitudes, and interest in the polar regions and the natural world. The survey also included questions about participants' viewing behaviors; their impressions of each episode and of the series overall, specifically relative to the 2007 Discovery Channel series, *Planet Earth*; and their actions and plans for sharing information about the series and seeking out more information related to the topics.

In addition, GRG sent a brief online survey to participants each week to learn which additional episodes they viewed on TV. In all, half of the viewers (49%) watched all seven *Frozen Planet* episodes, and half (51%) did not. Overall, 82 of the 88 original participants (93%) completed the post-viewing survey. Participants who completed both surveys and all weekly tracking surveys received a \$100 electronic Amazon.com gift card.

Website Data Collection

In collaboration with the web developers at Discovery Channel, GRG launched the online survey on the *Frozen Planet* website survey three days before the first airdate; the link was active for five weeks. The survey was designed to assess the reach, appeal, and impact of the website; it included questions about how visitors learned of the site, their behaviors and actions on the site, their impressions of the features they reviewed, and the extent to which visitors were motivated to view the television series, share information about it with others, and seek out more information about the natural world as a result of their visit. In all, 1,912 website visitors completed the survey.

PROFILE OF EVALUATION PARTICIPANTS

By design, participants in the viewer study were between the ages of 25 and 54, with a slight majority between 35-44 years old. As shown in Table 1, most of the participants were White and two-thirds were women. Nearly all participants had at least some college education, and one quarter had completed a post-graduate degree. The participants represented 34 different states, with California (14%), Florida (9%), and New York (8%) producing the most respondents. See Appendix A for a full list of states represented.

Similar to viewer study participants, the majority of respondents to the website study were White women. These respondents reflected a more varied range of ages (from 12 to 85 years) and education levels (from middle and high school through post-graduate degree). This illustrates the wide range of website visitors; that is, visitors were not recruited deliberately as they were for the viewer study. Website survey respondents represented all 50 states and three US territories (American Samoa, Northern Marianas Islands, and

The Frozen Planet website attracted visitors from ages 12 to 85 years old from all across the United States.

Puerto Rico). Again, the states with the highest number of participants were California (11%), Florida (7%), and New York (6%).

Table 1
Demographic Profile of Evaluation Participants

	% of Viewer Study Participants (N=88)	% of Website Visitors (N=1,912)
Gender		
Female	67%	66%
Male	33%	30%
Choose not to respond	–	4%
Age		
24 years or younger	–	15%
25-34 years old	22%	15%
35-44 years old	43%	15%
45-54 years old*	36%	26%
55 years or older	–	29%
Highest Level of Education Completed		
I am currently in middle school	–	4%
I am currently in high school	–	3%
High school diploma or the equivalent (GED)	5%	10%
Some college	33%	25%
College	38%	31%
Post graduate	25%	22%
Choose not to respond	–	5%
Race/Ethnicity		
White	87%	80%
Hispanic or Latino	6%	5%
Black or African-American	5%	3%
Native Hawaiian or Other Pacific Islander	1%	1%
Asian	1%	2%
American Indian or Alaska Native	0%	3%
Choose not to respond	2%	8%

Among the final sample of viewer study participants, 51 were from the SSI recruit, and 37 were from the GRG/Discovery Channel recruit. Before viewing, the majority of them watched science-related programs on TV regularly:

- 31% watched 1-3 times per month.
- 46% watched once a week or more.
- 9% watched daily.

The majority of viewer study participants (86%) were regular Discovery Channel viewers (i.e., they watched Discovery Channel at least once a week) who sought out information about the natural world, defined for them as “*the environment and/or animals living in the wild,*” either *frequently* (47%) or *occasionally* (39%). Most common resources for such information included:

- Science documentaries and programs (used by 73% of participants)
- Science based websites (51%)
- Online news sources (46%)
- National (35%) and local (25%) news broadcasts

Most were frequent users of social networking sites such as Facebook or Twitter, with 64% visiting such sites *daily* and 14% visiting *once week or more*.

Most of the respondents to the *Frozen Planet* website survey were working at least part time or were full-time students. About half were working, studying, or teaching in a field that was not related to science, suggesting that website visitors were not limited to science enthusiasts or experts. See Table 2.

Table 2
Website Visitors' Employment Status

	% of Website Survey Respondents
Currently employed full time	59%
Currently employed part time	12%
Currently unemployed	20%
A full-time student	15%
Currently teaching in a science-related field	4%
Currently studying in a science-related field	6%
Currently working in a science-related field	6%
Currently teaching in a field not related to science	5%
Currently studying in a field not related to science	3%
Currently working in a field not related to science	8%
A part-time student	5%

N=1,768

Over the course of the series season, 88% of the website survey respondents had watched at least one episode of *Frozen Planet* on TV, and the remainder planned to do so. The website survey was completed by visitors to the *Frozen Planet* website throughout the course of the series. Table 3 shows the percentage of website visitors who responded to the survey during each week.

Table 3
Website Survey Respondents by *Frozen Planet* Episodes Already Aired

	% of Website Survey Respondents
Before March 18 (Before premiere)	5%
Between March 18-24 (After Ends of the Earth & Spring)	38%
Between March 25-March 31 (After Summer)	22%
Between April 1-April 7 (After Winter)	17%
Between April 8- April 14 (After The Making of <i>Frozen Planet</i>)	14%
Between April 15-April 21 (After Life in the Freezer)	4%

N=1,912

About two thirds (65%) of website survey respondents completed the survey after three episodes had aired on TV, and 35% completed it after all but the final episode "On Thin Ice" aired (i.e., had the opportunity to view six episodes on TV).

ANALYSIS PLAN

Subgroup Analyses

To determine whether *Frozen Planet* had differential impact on distinct audience groups, we examined data for variances among the following groups:

Viewership

- Regular Discovery Channel viewers (86%) vs. non-regular viewers (14%)
- Viewers of all seven *Frozen Planet* episodes (51%) vs. viewers of fewer than seven episodes (49%)

Demographic Groups

- Women (68%) vs. men (32%)
- 25-34 years old (21%) vs. 35-44 years old (46%) vs. 45-55 years old (33%)
- White (87%) vs. non-White (13%)

Website Visits

- Completed the survey on their first visit to the website (64%) vs. visited the website at least once before completing the survey (36%)

Statistically significant ($p < .05$) findings are reported below. Statistical significance is a measure of the likelihood that an effect is due to systematic factors rather than to mere chance. The p-value is the likelihood of detecting a false effect by chance; thus, when $p < .05$, the chances are less than five percent of detecting an effect when there is no “true” effect. In other words, one can be confident that a significant group difference is, in fact, a meaningful difference.

Listing three words to describe their experience with the *Frozen Planet* series, website, and any other related social media, the words used by most included “informative,” “educational,” “interesting,” “beautiful,” “inspiring,” “interesting,” and “engaging.”

Figure 2
Viewer’ Words to Describe their Experience with *Frozen Planet*



After the series, viewers were *extremely* likely to recommend the series to a friend or family member; the average rating was 4.72 on a scale of 1 (*Not at all likely*) to 5 (*Extremely likely*). They would describe the series to others as a “visually stunning informative trek into a little-discussed region of the world, showing the wide range of how life and land/ice develops, adapts, and thrives in harsh conditions.” It is an “educational” program that explores life at the polar regions; “Very well-produced program that is able to entertain and educate at the same time.” Some participants would also add “great,” “amazing,” and “engaging” and that the series is a “must see,” “so worth watching!”

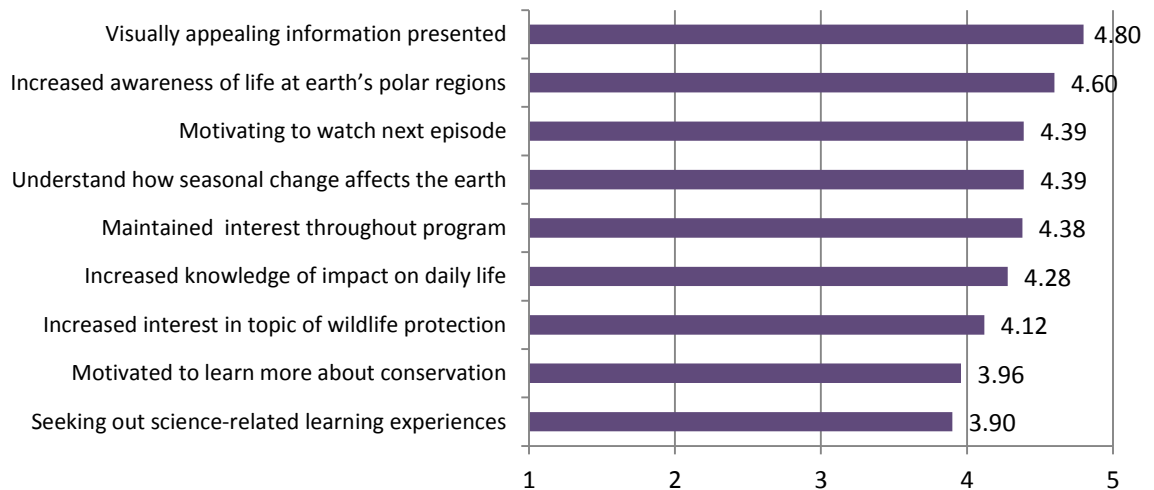
COGNITIVE RESPONSE

***Frozen Planet* provided viewers with an increased fundamental understanding about the natural world, reflecting a cognitive response akin to “changing minds.”**

The series was perceived as *very* to *extremely* effective at meeting its stated objectives. In particular, viewers believed *Frozen Planet* presented information that was visually appealing as it increased their awareness of life at the earth’s polar regions. Shown in Figure 3, on a scale from 1 (*Not at all effective*) to 5 (*Extremely effective*), average ratings were all above the midpoint.

“Great show to learn and understand more what is going on in our beautiful planet.”

Figure 3
Perceived Effectiveness of the Series at Meeting Stated Objectives



N=82

Viewers who watched all seven episodes were motivated, by each episode, to keep watching.

Those who watched all seven episodes perceived the series to be significantly more effective at increasing their motivation to watch the next episode than did those who watched fewer than all seven. In other words, the more viewers watched, the more they kept watching.

Additionally, women rated the series as significantly more effective than did men at increasing:

- Understanding of seasonal changes that affect the earth
- Interest in the topic of wildlife protection
- Awareness of life at the earth’s polar regions

Those who were 45-55 years of age, more than those 25-34 years, reported that the series effectively maintained their interest and motivated them to want to watch more.

All viewers showed statistically significant increases in understanding after viewing at least three episodes. There were no group differences in how much viewers learned. Table 4 shows the percentage of viewers who reported they understood concepts *very* or *extremely* well after the series, using a scale from 1 (*I don't understand it at all*) to 5 (*I understand it extremely well*). Figure 4 shows that the participants' ratings before and after viewing reflected gains of over a full point on each statement. This is quite a substantial increase, particularly in light of the production team's deliberate attempt to demonstrate the experiences of wildlife through visuals more than through narration and statements of fact.

Table 4
Viewers' Understanding after the Series

	% Very or Extremely
How animals interact with their environment in order to survive.	92%
How animals adapt to the changing seasons at the earth's poles.	83%
The difference between the Arctic and Antarctica.	78%
Animals that live at one or the other polar regions.	76%
The behavior of animals living in the earth's polar regions.	73%
The physical nature of the poles	73%

N=82

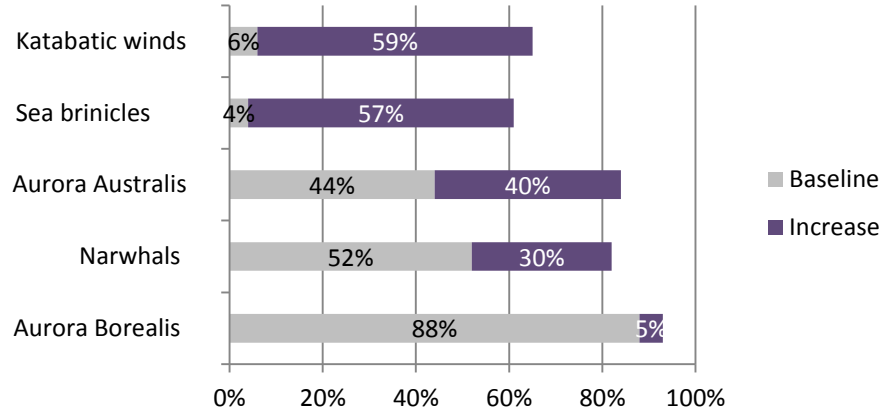
Figure 4
Degree of Increase in Viewers' Understanding after the Series



N=82

Viewers showed a statistically significant increase in their familiarity with various phenomena presented in the series. Figure 5 shows that more viewers had heard of the terms and believed they knew what they were after watching the program. While up to three-quarters of viewers had not heard of terms such as katabatic winds and sea brinicles before viewing, nearly all were familiar with these terms after viewing at least three episodes of *Frozen Planet*.

Figure 5
Viewers' Familiarity before and after Viewing



N=82

Viewers brought an already strong interest in the earth's polar regions, life at the poles, and animal rights and protection and yet it still increased significantly after viewing.

Beyond the increased understanding of concepts and familiarity with new terms and phenomena, viewers demonstrated statistically significant increases in interest in the issues presented in the series, despite their already-strong interest in these issues even before viewing. Table 5 shows average interest ratings among viewing study participants before and after exposure to *Frozen Planet*. Note that already strong interest in current events related to science and the environment remained strong after viewing. Strong interest in the earth's polar regions, life at the poles, and animal rights and protection increased significantly after viewing.

Table 5
Viewers' Interest in *Frozen Planet*-Related Topics and Issues

	Mean (1-5)		
	Pre	Post	Change
The earth's polar regions*	3.49	4.01	+.52
Life at the earth's polar regions*	3.75	4.14	+.39
Animal rights and protection *	3.73	3.99	+.26
The impact of seasonal change on our earth	3.93	4.05	+.12
Current science research	4.01	4.12	+.11
Conservation issues	4.01	4.08	+.07
Current events in the news	4.13	4.06	-.07
Environmental issues	4.06	4.14	-.08

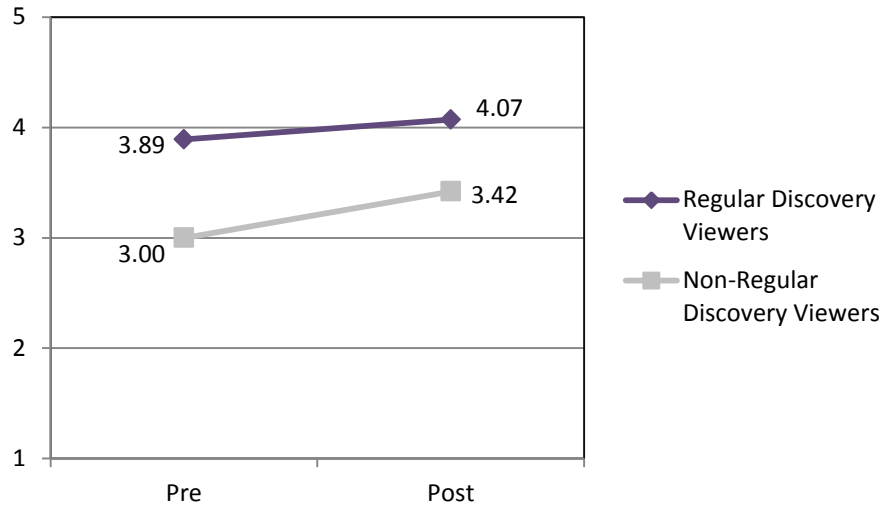
N=82

Scale: 1 (Not at all interested) to 5 (Extremely interested)

*Statistically significant increase after viewing, $p < .05$

Regular Discovery Channel viewers reported higher interest in animal rights and protection than did non-regular viewers both before and after the series. See Figure 6.

Figure 6



N=82

“Thank you for inviting me to participate in this series. It is unlikely that I would have watched the series without it and I am truly happy I did.”

Website visitors reported slightly higher interest in these same areas relative to viewer study participants, with nearly the same order of interest (i.e., the top three areas of interest were the same). The slight difference in average ratings may reflect the fact that respondents to the two evaluation activities were from different populations. Website visitors sought out the information on their own, whereas viewer study participants learned about the program by invitation to participate in the research. See Table 6. There were no differences based on when website visitors completed the survey.

Table 6
Website Visitors' Interest in Frozen Planet-Related Topics and Issues

	Mean (1-5)
Life at the earth's polar regions	4.43
The earth's polar regions	4.30
Animal rights and protection	4.25
The impact of seasonal change on our earth	4.21
Environmental issues	4.19
Conservation issues	4.19
Current science research	4.13
Current events in the news	4.03

N=1,895

Scale: 1 (Not at all interested) to 5 (Extremely interested)

Among website visitors, women reported significantly greater interest than did men in all of the issues covered in the *Frozen Planet* series. Additionally, those who had visited the website at least once before the time when they completed the survey reported significantly greater interest in the above issues than did those who completed their survey on their first visit.

BEHAVIORAL RESPONSE

After Frozen Planet, on TV and online, users reported increased interest in engaging further with topics and issues that were raised in the series.

During the month before the evaluation began, viewing study participants had engaged in various activities that supported their interests in current events related to the environment and the natural world. As shown in Table 7, they had noticed, watched, and discussed stories and issues related to the environment quite frequently. Several had also visited websites and read books about the natural world and had taken steps to learn about ways to protect animals living in the wild. In the month before viewing, not many participants had visited a science center or museum, and very few had attended a science-related lecture or presentation.

Table 7
Viewing Study Participants' Behaviors in the Month Prior to Viewing

	Never	Once or Twice	Several times
Noticed stories in the news about the environment	1%	39%	60%
Watched a television program related to the natural world (i.e., the environment and/or animals living in the wild)	7%	34%	59%
Discussed environmental issues with friends, family, or colleagues	5%	40%	56%
Visited a Web site to learn about the natural world (i.e., the environment and/or animals living in the wild)	16%	35%	49%
Read a book about a animals in the wild	44%	31%	25%
Taken any steps to learn about ways to protect animals living in the wild	36%	44%	19%
Visited a museum or science center	44%	38%	18%
Attended a science-related lecture or presentation	72%	21%	8%

N=88

As a result of watching *Frozen Planet*, nearly all viewers had noticed, watched, or discussed stories or issues related to the environment, either during or after viewing the series (i.e., in the two months since completing the pre-survey). As shown in Table 8, well over half either already did, or had plans to, visit a website related to the natural world, including but not limited to, the *Frozen Planet* website.

Table 8
Viewing Study Participants' Behaviors During or After Viewing

	Yes	Not yet but I plan to	No and I don't plan to
Noticed stories in the news about the environment	84%	9%	7%
Discussed environmental issues with friends, family, or colleagues	83%	6%	11%
Watched a television program related to the natural world (i.e., the environment and/or animals living in the wild)	82%	13%	5%
Visited a website to learn about the natural world (i.e., the environment and/or animals living in the wild)	56%	33%	11%
Visited the <i>Frozen Planet</i> Website	46%	44%	10%
Visited a museum or science center	39%	44%	17%
Taken any steps to learn about ways to protect animals living in the wild	35%	48%	17%
Read a book about animals in the wild	34%	38%	28%
Attended a science-related lecture or presentation	16%	35%	49%

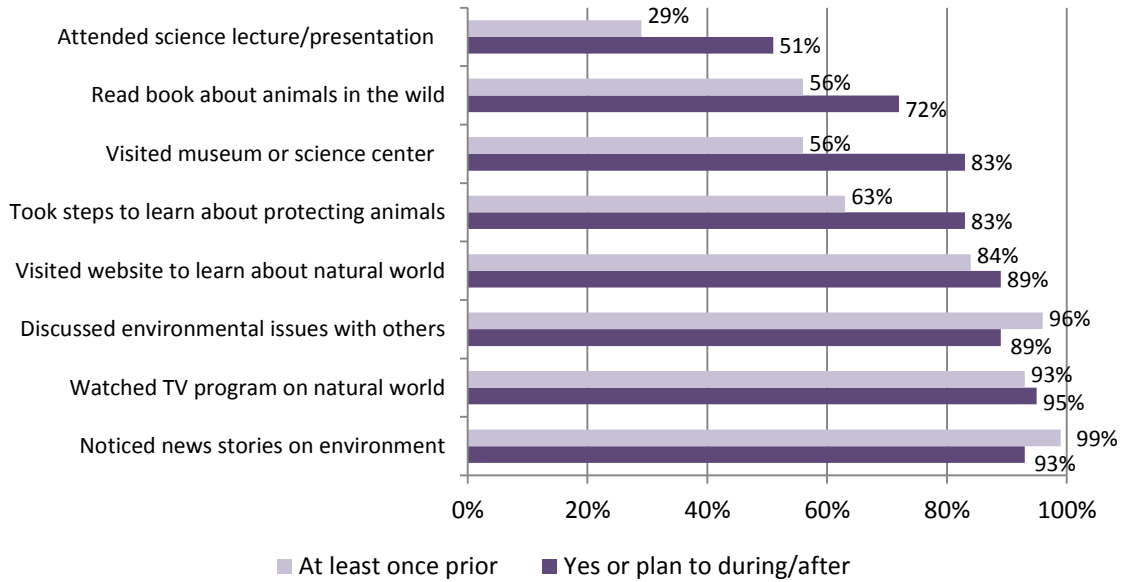
N=82

Frozen Planet sparked further interest in seeking information and discussing issues related to the environment and the natural world.

Figure 7 shows the percentage of viewers who engaged in the above activities at least once in the month prior to *Frozen Planet*, and the percentage that already did or planned to engage in those activities during or after the series. While several activities showed little change, a few (e.g., attending science

presentations, reading books about animals in the wild, visiting museums or science centers, taking steps to learn about ways to protect animals in the wild) increased after viewing.

Figure 7
Viewers' Behaviors and Plans Before and After *Frozen Planet*



N=82

Relative to viewer study participants, visiting the website appeared to motivate slightly fewer visitors immediately to increase their involvement with issues raised in the series. Many had plans to do so in the future. See Table 9.

Table 9
Website Visitors' Behaviors as a Result of Visiting the Website

	Yes	Not yet but I plan to	No and I don't plan to
Watched a television program related to the natural world	62%	22%	16%
Noticed stories in the news about the environment	55%	21%	24%
Discussed environmental issues with friends, family, or colleagues	51%	22%	26%
Visited a website to learn about the natural world	45%	30%	25%
Taken any steps to learn about ways to protect animals living in the wild	36%	37%	27%
Visited a museum or science center	34%	35%	31%
Read a book about animals in the wild	32%	30%	38%
Attended a science-related lecture or presentation	15%	29%	55%

N=1,694

Aside from TV viewing, the top three most common indicators of increased attention to the environment were the same among viewer study participants and website visitors.

More than half of website visitors had watched a TV program related to the natural world. Recall, 88% of respondents had already watched at least one episode of *Frozen Planet* before they completed the survey.

Women, and website respondents who had visited the site at least once before the time they completed the survey were more likely than their counterparts to have shared information about *Frozen Planet* with friends and family, noticed news stories about the environment, and sought further information (via print and electronic media) about the natural world.

Viewers reported they were likely to seek out more information about animals and the natural world they live in after viewing. Videos and the *Frozen Planet* website and Facebook page were considered as likely sources for such information. See Table 10.

Table 10
Viewers' Likelihood to Engage Further with *Frozen Planet*

	Mean (1-5)
Seek out more information about animals and the natural world they live in?	4.02
Seek out more videos about animals and the natural world they live in?	4.00
Visit the <i>Frozen Planet</i> website to learn more about the series?	3.88
Visit the <i>Frozen Planet</i> Facebook page?	3.10
Follow @DISCOVERY on Twitter?	1.74

N=82

Scale: 1=Not at all likely, 2=Only a little likely, 3=Somewhat likely, 4=Very likely, 5=Extremely likely

The Frozen Planet audience used both the TV program and the website.

- 90% of viewers had either already visited the website, or planned to. Likelihood to visit the website was strong, regardless of whether they had already done so.
- 88% of website visitors had already watched on TV, and reported they were quite likely to watch further episodes.

Viewing *Frozen Planet* on TV motivated participants to visit the *Frozen Planet* website and vice versa.

Before the series aired, only about a third of the viewer study participants (35%) had visited the website. Nearly one in five (19%) had visited the site once, and 14% had visited the site two or three times. After viewing, half (54%) had visited once or more. See Table 11.

Table 11
Viewing Study Participants' Visits to the *Frozen Planet* Website

	Pre	Post
I have not visited the <i>Frozen Planet</i> website in the past month	65%	46%
One time	19%	17%
Two or three times	14%	26%
Four or five times	0%	9%
More than five times	2%	2%

N=82

Among *Frozen Planet* website visitors, more than half (55%) learned about the website from the *Frozen Planet* broadcast. Recall, the vast majority of website visitors (88%) had watched one or more episodes before completing the survey. Over half said their primary reason for visiting the website was to learn more about the series (55%) and to watch related videos (53%). After visiting the website, participants reported they were *very likely* to watch the *Frozen Planet* series and to recommend it to a friend. Participants were also *very likely* to visit the website again and to recommend it to a friend. See Table 12.

Table 12
Website Visitors' Likelihood to Engage further with *Frozen Planet*

	Mean (1-5)
Watch <i>Frozen Planet</i> on TV?	4.80
Recommend the series to a friend or family member?	4.74
Visit the website again?	4.50
Recommend the website to a friend or family member?	4.35

N=1,872

Scale: 1=Not at all likely, 2=Only a little likely, 3=Somewhat likely, 4=Very likely, 5=Extremely likely

Women and website respondents who had visited the site at least once before reported they were significantly more likely to visit the website again and to recommend the website to friends or family than their counterparts. Women were also more likely than men to recommend the TV series to friends and family.

Plans to Engage with Frozen Planet via Social Media

Both viewing study participants (Table 13) and website visitors (Table 14) planned to engage further with *Frozen Planet* online and via social media channels. Shown in Table 13, Twitter was a less popular option among the *Frozen Planet* audience.

Table 13
Viewing Study Participants' Engagement with *Frozen Planet*

	Yes	Not yet but I plan to	No and I don't plan to
Visited the <i>Frozen Planet</i> Website	46%	44%	10%
Shared materials from the website with your social network (Facebook, Twitter, etc.)	34%	18%	48%
"Liked" <i>Frozen Planet</i> on Facebook	32%	29%	39%
Followed @DISCOVERY on Twitter	7%	12%	80%

N=82

Those exposed to Frozen Planet, on TV and/or online, expressed interest in engaging further via social media channels.

Table 14
Website Visitors' Engagement with *Frozen Planet*

	Yes	Not yet but I plan to	No and I don't plan to
Shared materials from the website with your social network (Facebook, Twitter, etc.)	22%	25%	53%
"Liked" <i>Frozen Planet</i> on Facebook	17%	41%	43%
Followed @DISCOVERY on Twitter	5%	15%	79%

N=1,694

USE AND RATINGS OF *FROZEN PLANET*

All evaluation participants rated *Frozen Planet* quite positively and those who watched more, reported even stronger enjoyment of the experience.

Most viewing study participants watched at least part of every *Frozen Planet* episode. GRG had mailed DVDs with three of the episodes to all participants; they had the option to watch on TV or on DVD, as the evaluation period was concurrent with the TV broadcast dates.

"I have recommended it to others and plan to watch the DVD's again."

- 65% watched some episodes on DVD and some on TV
- 17% watched on TV only.
- 18% watched on DVD only.

Among those who watched via both methods (N=67):

- 40% watched *live* on TV.
- 34% watched *some live and some recorded* to watch later.
- 25% *recorded and watched later*.

Viewers were comfortable with the fact that the series was on commercial TV; they were not bothered by, nor did they have strong preferences about, the inclusion of commercial breaks. While viewing on TV, live or recorded:

- Nearly half (47%) fast forwarded through commercials.
- 29% watched the commercials.
- 23% left the room during commercials.
- 15% watched to see what was coming up next, and then fast forwarded through commercials.

*Nearly three quarters of the viewer study participants would recommend that producers use this same seasonal format in future programs like *Frozen Planet*.*

If given a choice about what to do with commercials for a natural history program like this:

- 51% would prefer fewer but longer commercial breaks.
- 33% don't have a preference.
- Very few (3%) prefer more frequent and shorter breaks.

Viewers rated the series overall quite positively, with average ratings of 4.74 out of a possible 5 (*Excellent*). They would recommend that for future programs like this, the producers use the same type of seasonal format, covering both poles in each episode. Very few (7%) would prefer a more story-driven format in which only one story is featured in each episode.

As shown in Table 15, viewers rated the series very positively for various other characteristics as well. In particular, viewers found the programs to be quite *visually appealing*.

Table 15
Viewer Study Participants' Ratings of the Series

	Mean (1-5)
Visually appealing	4.90
Informative	4.77
Enjoyable	4.61
Engaging	4.53
Easy to understand	4.52
Inspiring	4.46
Fun to watch	4.43

N=82

Scale: 1=Poor, 2=Fair, 3=Good, 4=Very Good, 5=Excellent

All viewers rated *Frozen Planet* extremely positively. The series appealed even more strongly, in some aspects, to women and to viewers who were 35 years and older.

Examination of group differences revealed that those who watched all seven episodes assigned higher ratings for the series overall than did those who watched fewer than all seven; those who watched all also rated the series as more *enjoyable*.

Women rated the series as more *informative* and more *engaging* than did men, and several age differences were revealed:

- Viewers who were 35 and older rated the series overall higher than did viewers who were 25-34.
- Viewers who were 35 and older rated the series as more *engaging*, *enjoyable*, and *fun to watch* than did viewers who were 25-34 years old
- Viewers who were 45 and older rated the series as more *inspiring* than did viewers who were 25-34 years.

Described earlier, about two thirds (65%) of website survey respondents completed the survey after three episodes had aired on TV, and 35% completed it after all but the final episode "On Thin Ice" aired (i.e., had the opportunity to view six full episodes on TV). Video clips from each of the seven episodes were available to view on the website, however, and just under half of the website visitors had viewed at least some. In other words, even those website visitors who completed the survey before all of *Frozen Planet* aired on TV had the chance to see at least some clips from the entire series. Ratings of the series overall, based on episodes they had seen to date, were just as positive as were those from viewer study participants. Moreover, examination of ratings by the

Website visitors who were able to rate the series also enjoyed the series, assigning equally strong ratings regardless of how many episodes they had seen on TV.

number of full episodes that had aired at the time they completed the survey revealed no differences.

Table 16
Website Visitors' Ratings of the Series

	Mean (1-5)
Visually appealing	4.90
The series overall	4.87
Informative	4.85
Enjoyable	4.84
Easy to understand	4.84
Fun to watch	4.78
Engaging	4.77
Inspiring	4.67

N=1,668

Scale: 1=Poor, 2=Fair, 3=Good, 4=Very Good, 5=Excellent

"I did not have a certain favorite episode. There were different things about each episode that I enjoyed."

Viewers highlighted elements of each episode that they liked best; they had difficulty choosing one favorite.

Describing what they liked best, viewers focused on some of the details and sometimes on a specific story in their attempt to select a favorite episode. Most reported they *"liked them all"* and there were *"too many favorites to count."* They highlighted scenes that resonated with them.

I don't have any one given favorite episode, but scenes from all of them stand out: The killer whales working in unison to create waves to knock a sea lion off an ice floe, a male bison stampeding over a young bison being attacked by wolves, gathering food under temporary ice caves, etc.

Fewer than one-third of viewers were able to select a least favorite episode; they *"loved them all."* Some identified scenes that were upsetting to them: *"I didn't dislike the episode, I just dislike seeing creatures I love hunt and kill each other. It's natural, but is hard to watch sometimes such as seeing animals fight and kill."* They *"felt bad for the animals."*

I found that each episode had some information that I found to be interesting, and with this, each episode was fun to watch.

All of the episodes I saw were excellent. They could easily be watched again and still be able to appreciate and enjoy.

"I found it so intriguing to see how the seasons affected the land and animals. It was quite awe inspiring to me to see how these lands change." (Spring)

Appendix A shows the percentages of participants who identified episodes as their favorite; no one episode stood out as most or least favorite among the viewers. A few highlights from each episode are summarized below:

Ends of the Earth

- First exposure to and summary of the series
- Breathtaking scenery and photography

“I usually don't like 'making of' episodes, but this one was so interesting and the things they had to do to get the footage was amazing. (Making of Frozen Planet)

- Life of the animals and how they adapt
- Enjoyed specific stories (e.g., wolf and bison)

Spring

- Seeing the new life emerge and which animals came back, what they did, how they behaved in the limited time; summer preparations; challenges to survival
- Beautiful photography
- Enjoyed specific stories (e.g., caterpillar, penguin nest builders)
- Highlighted information that was new to them (e.g., how the ice affects the land)

Summer

- The changes, the bright colors, the repetition and cycle of life

Winter

- Seeing how the animals adapt to the winter climate
- Learning new things (e.g., ice finger)
- Beautiful and captivating

Making of Frozen Planet

- Appreciation for the adversity the crew endured, the time and work it took; amazed by the footage they got and how close they were to the animals
- Appreciated seeing how the crew was as amazed by it all as they were as viewers

Life in the Freezer

- Seeing how people live in the polar regions
- Information was interesting and informative

On Thin Ice

- Clear information and message about effects of climate change and global warming.
- Realized the impact on the land, the animals, and people.
- Felt the message was balanced, fair, and clear.
- Appreciated the human element, which made it feel more personal.

“It made me think how the world is changing every day. Made me think what I can do to change what I do today.” (On Thin Ice)

A few viewers (19%) selected “On Thin Ice” as the episode they liked least, as it was “a downer” and “too preachy about global warming and blaming humans.” One participant described this episode as “the most disturbing, most political.” Another suggested it might have been better to spread this information out across other episodes, rather than present it all in one.

More than half (N=52) of the viewer study participants rated their agreement with the way the information was conveyed that episode. The vast majority (94%) agreed that the episode presented a balanced view of how animals survive at the earth’s polar regions, and 89% agreed that it covered seasonal change in a balanced way.

“It was definitely informative and good to know these facts about global warming, but I prefer to watch the beautiful scenery and animals interacting.” (On Thin Ice)

Frozen Planet compared quite favorably to the 2007 series, Planet Earth.

Two-thirds of the viewer study participants (66%) recalled watching one or more episodes of the 2007 Discovery Channel series, *Planet Earth*. Among those who watched both series, the majority found *Frozen Planet* to be either *equally* (52%) or *more* (35%) engaging than *Planet Earth*.

Aside from the different focus of the two series (the whole planet versus the polar regions), some viewers noted that *Frozen Planet* presented information that was “new” and “unique” by focusing on regions that are not typically depicted in nature shows. A few preferred the narration and imagery in *Frozen Planet*, while others appreciated the “wider range of visuals” depicted in *Planet Earth*. They noted that “dealing with only the polar regions limits the type of wildlife covered.”

Frozen Planet website features were rated positively by visitors.

While on the site, the vast majority (80%) viewed the Live Penguin Cam, and nearly half watched video clips from the series. Participants rated those features of the *Frozen Planet* website that they reviewed quite positively, with average ratings between 4 and 5 out a possible 5 (*Excellent*), see Table 17. Photos and video clips received particularly strong ratings, adding support to viewer study participants’ comments about the visual appeal of the series.

“Frozen Planet seemed more in-depth, more story-telling. Planet Earth was visually stunning, but Frozen Planet was that and it took the story to the next level.”

Table 17
Ratings of the Website Features among Those Who Reviewed Each Feature

	N	Mean (1-5)
Photos	993	4.85
Video clips	1161	4.73
Episode Guide	768	4.67
“Polar Regions” news coverage	463	4.67
Frozen Facts Generator	512	4.63
Conservation information “On Thin Ice”	447	4.63
Live Penguin Cam	1117	4.62
Infographics	479	4.54
Social Media Widgets	322	4.52
The <i>Frozen Planet</i> blog	306	4.52
Interactive Game	530	4.34

Scale: 1=Poor, 2=Fair, 3=Good, 4=Very Good, 5=Excellent

A few group differences were revealed:

Women rated the following features significantly higher than did men:

- Video clips
- Penguin Cam
- Photos
- Episode Guide

Those who had visited the website at least once before they completed the survey rated the following features significantly higher than did those visiting the site for the first time:

- Penguin Cam
- Polar Region News
- Social media widgets

CONCLUSIONS AND RECOMMENDATIONS

Summative evaluation findings indicate that that *Frozen Planet*, both the series and interactive website, effectively met project goals and objectives. After watching the series on TV and visiting the website, users expressed greater appreciation for and understanding of the natural world. They reported enhanced interest in discussing with others and learning more about the environment, the impact of seasonal change on the earth, and how they can become involved with animal rights protection and conservation.

Based on these findings, we present the following conclusions and recommendations.

High-definition blue-chip quality programing is an effective way to reach the hearts and minds of a wide range of viewers.

The program was appealing to regular Discovery Channel viewers as well as to a wide range of the general public, as evidenced by the broad reach of the website. The series influenced even those with already strong interest in environmental, conservation, and animal rights issues. Viewers were engaged and inspired by the beauty of the graphics and the stories about areas and wildlife to which they had not been previously exposed.

Content information can be conveyed with little narration and driven primarily by the visuals.

Viewers received and identified a clear message about the fact that the climate and seasonal changes at the earth's poles affect the whole earth. While several appreciated the story-telling nature of the series, they indicated learning primarily through the scenery and photography.

Visually appealing content encourages viewers to engage further and share information with others.

The audience enjoyed watching the programs and they were motivated to continue their experience online and through social media channels. All reported they would recommend the series and the website to others.

Seven episodes are sufficient to achieve program objectives, particularly with complementary online resources.

All viewers provided positive feedback about the series, and those who watched all seven episodes rated several characteristics of the program even higher than those who watched fewer than seven. Similarly, those who visited the website more than once rated elements of the site more positively. Relative to the 2007 series, *Planet Earth*, viewers found this seven-part series just as engaging, or more so.

GRG recommends the use of off-screen narration for future series where the visuals can speak for themselves. Viewers perceived a clear sense of understanding and call to action by learning about the life and experiences of animals at the polar regions. The majority of viewers felt the final episode presented a clear and balanced message, and a few found the on-screen narration to be direct and politically motivated.

GRG recommends cross-promotion of TV and online resources for future series about the natural world. The topics and issues raised are appealing to the audience such that review of one resource (e.g., TV or website) piqued interest and users were motivated to continue their exposure and learning by watching more episodes, visiting the website, and discussing the issues with friends and family.

GRG recommends including in the tease for the subsequent episode some form of cliff-hanger that will compel viewers to tune in again. Viewers were highly engaged in the animals' stories and wanted to see how each scenario ended. A tease for the next program might show part of a hunting scene, excluding the outcome of the chase.

GRG recommends the Discovery Channel consider the invitation to provide feedback on a series as a means of additional promotion for future series. While the website reached a broad range of visitors, some participants in the viewer study indicated they may not have known about or watched the series if not for their participation in the summative evaluation.

The opportunity to provide feedback that may affect future production can be an effective way to increase and sustain viewership of future programs and series.

Overall, *Frozen Planet* appealed to a wide audience including those with a range of knowledge and interests in science research and environmental issues. The audience was inspired to seek out more information, learn about ways to get involved, and to encourage others to do the same.

LIST OF APPENDICES

APPENDIX A: ANNOTATED SURVEYS

APPENDIX B: FULL LIST OF VIEWERS' FINAL COMMENTS

Appendix A: Annotated Surveys

Annotated Frozen Planet Pre-Viewing Survey

1. About how often do you seek out current information about the natural world (i.e., the environment and/or animals living in the wild)?

Mean (1-4)	Almost Never (1)	Rarely (2)	Occasionally (3)	Frequently (4)
3.28	3%	11%	39%	47%

N=88

2. Which resources do you rely on the *most* to learn new information about the natural World? (i.e., the environment and/or animals living in the wild)

	Percentage
Science documentaries and programs	73%
Science-based websites	51%
An online news source	46%
National news broadcast	35%
Local news broadcast	25%
Social networks	24%
Regional/local newspaper	19%
Public radio news	14%
Radio programs such as Science Friday	9%
National newspaper	4%
Other ^a	15%

N=85

Note: Total exceeds 100% as respondents were able to select multiple options.

^aOther responses: Arizona Science Center, email from natural world organizations, library, magazines (n=6), National Geographic Magazine (n=2), PBS web site, and scholarly research

3. Please rate your interest in the following.

	Mean (1-5)	Not At All interested				Extremely interested
		(1)	(2)	(3)	(4)	(5)
Current events in the news	4.15	0%	9%	16%	26%	49%
Current science research	4.02	1%	2%	23%	40%	33%
Environmental issues	4.07	1%	3%	22%	35%	39%
The impact of seasonal change on our earth	3.92	1%	5%	28%	35%	32%
The earth's polar regions	3.48	6%	10%	30%	38%	16%
Life at the earth's polar regions	3.76	3%	9%	21%	41%	25%
Animal rights and protection	3.77	3%	12%	23%	29%	33%
Conservation issues	4.00	2%	5%	21%	35%	37%

N=86-88

4. In the past month have you:

	Never	Once or Twice	Several times
Discussed environmental issues with friends, family, or colleagues	5%	40%	56%
Noticed stories in the news about the environment	1%	39%	60%
Read a book about a animals in the wild	44%	31%	25%
Watched a television program related to the natural world (i.e., the environment and/or animals living in the wild)	7%	34%	59%
Visited a Web site to learn about the natural world (i.e., the environment and/or animals living in the wild)	16%	35%	49%
Attended a science-related lecture or presentation	72%	21%	8%
Visited a museum or science center	44%	38%	18%
Taken any steps to learn about ways to protect animals living in the wild	36%	44%	19%

N=88

5. How well would you say you understand the following?

	Mean (1-5)	I do not understand it at all (1)	I understand it a little (2)	I understand it somewhat (3)	I understand it very well (4)	I understand it extremely well (5)
The behavior of living things at the earth's polar regions.	2.77	7%	30%	47%	14%	3%
The difference between the Arctic and Antarctica.	3.00	14%	23%	28%	21%	15%
Animals that live at one or the other polar regions.	2.86	7%	28%	43%	15%	7%
How animals adapt to the changing seasons at the earth's poles.	2.68	15%	26%	40%	15%	5%
How animals interact with their environment in order to survive.	3.07	8%	15%	47%	24%	7%
The physical nature of the poles (ice vs. land vs. water).	2.81	15%	24%	33%	23%	6%

N=87-88

6. How much do you know about each of the following?

	Never heard of it	Heard of it, don't know what it is	Heard of it and know what it is
Katabatic winds	76%	18%	6%
Sea brinicles	69%	27%	4%
Narwhals	30%	18%	52%
Aurora Borealis	7%	6%	88%
Aurora Australis	37%	20%	44%

N=87-88

7. In the past month (since February 2012), how many times have you visited the Discovery Channel *Frozen Planet* website?

I have not visited the website in the past month (0)	One time (1)	Two or Three Times (2)	Four or Five Time (3)	More than five times (4)
65%	19%	14%	0%	2%

N=88

8. How often do you watch science-related programs on TV?

Almost Never (0)	Rarely (less than once a month) (1)	Occasionally (1-3 times a month) (2)	Frequently (once a week or more) (3)	Daily (4)
2%	13%	31%	46%	9%

N=88

9. How often do you visit social networking/community sites (Facebook, Twitter, etc.)

Almost Never (0)	Rarely (less than once a month) (1)	Occasionally (1-3 times a month) (2)	Frequently (once a week or more) (3)	Daily (4)
13%	2%	8%	14%	64%

N=88

Please Tell Us About Yourself:

10. What state do you live in?

	Percentage
Alabama	1%
Arizona	5%
California	14%
Colorado	2%
Connecticut	1%
Delaware	1%
Florida	9%
Georgia	1%
Idaho	1%
Illinois	2%
Indiana	3%
Kansas	2%
Kentucky	1%
Maryland	2%
Massachusetts	1%
Michigan	2%
Minnesota	3%
Missouri	2%
Montana	1%
Nebraska	1%
New Mexico	1%

New York	8%
North Carolina	3%
Ohio	5%
Oregon	1%
Pennsylvania	5%
South Carolina	1%
Tennessee	1%
Texas	5%
Utah	1%
Virginia	5%
Washington	3%
Wisconsin	1%
Wyoming	2%

N=88

11. In what year were you born?

Age categories	Percentage
25-34 years old	22%
35-44 years old	43%
45-55 years old	36%

N=88
 *7% of participants (n=6) will be 55 in 2012

Mean Age: 43
 Range: 25-54

12. Are you:

	Percentage
Female	67%
Male	33%

N=88

13. What is the highest level of education you have completed? (Check only one.)

	Percentage
Some high school	0%
High school diploma or the equivalent (GED)	5%
Some college	33%
College	38%
Post graduate	25%

N=88

14. What is your race/ethnicity? (Check all that apply.)

	Percentage
White	87%
Hispanic or Latino	6%
Black or African-American	5%
Choose not to respond	2%
Native Hawaiian or Other Pacific Islander	1%
Asian	1%
American Indian or Alaska Native	0%

N=87

Annotated Post-Viewing Survey

1. Most of the questions on this survey will simply require you to check a box, but, for starters, please take a moment to create a “tag line” or phrase that characterizes your impressions of the Frozen Planet series.

[Click here for a complete list of responses](#)

2. Which episodes of Frozen Planet did you watch, at least in part?

	Watched this whole episode	Watched some, but not all of this episode	Did not watch this episode	I don't remember if I watched this episode
Ends of the Earth*	94%	2%	4%	0%
Spring*	94%	4%	1%	1%
Summer	64%	14%	21%	1%
Winter	55%	14%	28%	4%
The Making of Frozen Planet	49%	16%	34%	1%
Life in the Freezer	45%	15%	31%	9%
On Thin Ice*	86%	6%	7%	0%

N=80-82

* Episodes sent on DVD.

3. Did you watch Frozen Planet: (Please select one.)

	Percentage
On TV only	17%
On DVD only	18%
Some episodes on DVD and some episodes on TV	65%

N=82

PARTICIPANTS WHO WATCHED ON TV ONLY OR ON BOTH DVD AND TV:

4. For the episodes you did not have on DVD, how did you watch Frozen Planet? (Please select one.)

	Percentage
Live on TV	40%
Some live on TV and some recorded to watch later	34%
Recorded and watched later	25%

N=67

5. When watching episodes of Frozen Planet on TV, live or taped, what did you typically do during commercial breaks? (Check all that apply.)

	Percentage
Fast forwarded through the commercials immediately	47%
Watched the commercials	29%
Left the room during the commercials	23%
Watched to see what was coming up after the break, then fast forwarded through the commercials	15%
Other	18%

N=66

Note: Total exceeds 100% as respondents were able to select multiple options.

[Click here for a complete list of other responses](#)

6. **If it were up to you, what would you prefer for natural history programs like Frozen Planet?**
(Please select one.)

	Percentage
Fewer commercial interruptions, but each commercial break would be longer	51%
I don't have a preference	33%
More frequent commercial interruptions but each commercial break would be shorter	3%
Other	13%

N=67

[Click here for a complete list of other suggestions](#)

7. **Which episode of Frozen Planet was your favorite?**

	Percentage
Spring	28%
Ends of the Earth	23%
On Thin Ice	13%
The Making of Frozen Planet	11%
Winter	9%
Summer	5%
Life in the Freezer	5%
None of them	6%

N=82

8. **What did you like most about that episode?**

[Click here for a complete list of responses](#)

9. **Which episode was your LEAST favorite?**

	Percentage
None of them	63%
On Thin Ice	19%
The Making of Frozen Planet	8%
Spring	4%
Ends of the Earth	3%
Winter	3%
Summer	1%
Life in the Freezer	1%

N=80

10. **What did you dislike about that episode?**

[Click here for a complete list of responses](#)

11. Now, after watching the Frozen Planet series, how well would you say you understand the following?

	Mean (1-5)	I don't understand it at all (1)	I understand it a little (2)	I understand it somewhat (3)	I understand it very well (4)	I understand it extremely well (5)
The behavior of animals living in the earth's polar regions.	3.93	0%	1%	26%	52%	21%
The difference between the Arctic and Antarctica.	4.09	0%	1%	21%	46%	32%
Animals that live at one or the other polar regions.	3.96	1%	1%	22%	51%	24%
How animals adapt to the changing seasons at the earth's poles.	4.15	0%	1%	16%	50%	33%
How animals interact with their environment in order to survive.	4.29	0%	0%	9%	54%	38%
The physical nature of the poles	4.01	0%	0%	27%	45%	28%

N=82

12. Considering all of the episodes you watched, please rate the Frozen Planet series on the following.

	Mean (1-5)	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Excellent (5)
Engaging	4.53	0%	0%	5%	37%	58%
Visually appealing	4.90	0%	0%	0%	10%	90%
Enjoyable	4.61	0%	1%	2%	31%	66%
Fun to watch	4.43	0%	4%	5%	37%	55%
Informative	4.77	0%	0%	3%	19%	79%
Inspiring	4.46	0%	1%	9%	33%	57%
Easy to understand	4.52	0%	0%	9%	31%	61%
The series overall	4.74	0%	0%	5%	16%	79%

N=82

13. In future programs like this, what would you recommend to the developers?

	Percentage
Use this same type of seasonal format, and cover both poles in each episode.	70%
Move to a more story-driven format, for example, following each story for a longer time.	17%
Move to a completely story-driven format, for example, focusing on one story in each episode.	7%
Other	6%

N=82

[Click here for a complete list of other responses](#)

14. How effective was Frozen Planet at:

	Mean (1-5)	Not At All Effective (1)	A Little Effective (2)	Somewhat Effective (3)	Very Effective (4)	Extremely Effective (5)
Maintaining your interest throughout the program?	4.38	0%	0%	7%	48%	45%
Presenting information in a visually appealing way?	4.80	0%	0%	0%	20%	81%
Increasing your knowledge of the impact of the earth's polar regions on your own daily life?	4.28	2%	0%	15%	33%	50%
Increasing your understanding of how seasonal changes affect the earth?	4.39	1%	1%	5%	43%	50%
Increasing your interest in the topic of wildlife protection?	4.12	1%	2%	15%	46%	35%
Increasing how motivated you have felt to learn more about conservation?	3.96	1%	5%	27%	31%	37%
Increasing the extent to which you seek out science-related learning experiences?	3.90	0%	1%	33%	40%	26%
Increasing your awareness of life at the earth's polar regions?	4.60	0%	0%	5%	31%	65%
Motivating you to watch the next episode?	4.39	0%	2%	12%	29%	56%

N=82

15. Now, after watching the Frozen Planet series, how much do you know about each of the following?

	Never heard of it	Heard of it, don't know what it is	Heard of it and know what it is
Katabatic winds	1%	34%	65%
Sea brinicles	10%	29%	61%
Narwhals	4%	15%	82%
Aurora Borealis	1%	6%	93%
Aurora Australis	2%	13%	84%

N=82

16. Which best describes your familiarity with the 2007 Discovery Channel 11- part series, Planet Earth, narrated by Sigourney Weaver? (Please select one).

	Percentage
I have not heard of it	6%
I remember the title and I did not watch it	28%
I watched one episode	5%
I watched a few episodes	27%
I watched every episode	34%

N=82

PARTICIPANTS WHO WATCHED ONE OR MORE EPISODES OF PLANET EARTH:

17. Compared to the Planet Earth, how engaging was the current Frozen Planet series? (Please select one).

	Percentage
Frozen Planet was about the same as Planet Earth.	52%
Frozen Planet was MORE engaging than Planet Earth.	35%
Frozen Planet was LESS engaging than Planet Earth.	13%

N=54

18. In what ways did Frozen Planet differ most from Planet Earth?

The majority of participants who watched both the series identified the focus of series as the primary difference between the two (i.e., polar regions versus wide range of settings).

- (n=8) stated that Frozen Planet presented information that was new and unique by focusing on regions that are not typically depicted in nature shows.
- (n=5) liked the narrator or narration style of Frozen Planet better than that of Planet Earth.
- (n=5) described Frozen Planet as having better visuals than Planet Earth.
- (n=3) felt that Frozen Planet was too limited and needed a wider range of visuals.

19. Please rate your interest in the following.

	Mean (1-5)	Not At All interested				Extremely interested (5)
		(1)	(2)	(3)	(4)	
Current events in the news	4.06	0%	6%	21%	34%	39%
Current science research	4.13	0%	2%	21%	38%	39%
Environmental issues	4.13	1%	2%	17%	40%	39%
The impact of seasonal change on our earth	4.04	1%	2%	22%	40%	34%
The earth's polar regions	4.00	0%	1%	27%	43%	29%
Life at the earth's polar regions	4.13	0%	4%	16%	44%	37%
Animal rights and protection	3.98	2%	2%	29%	27%	39%
Conservation issues	4.06	1%	1%	27%	32%	39%

N=82

20. As a result of watching (either during or after watching) Frozen Planet, have you:

	Yes	Not yet but I plan to	No and I don't plan to
Visit the Frozen Planet Website	46%	44%	10%
"Liked" Frozen Planet on Facebook	32%	29%	39%
Followed @DISCOVERY on Twitter	7%	12%	80%
Shared materials from the website with your social network (Facebook, Twitter, etc.)	34%	18%	48%
Discussed environmental issues with friends, family, or colleagues	83%	6%	11%
Noticed stories in the news about the environment	84%	9%	7%
Read a book about animals in the wild	34%	38%	28%
Watched a television program related to the natural world (i.e., the environment and/or animals living in the wild)	82%	13%	5%
Visited a website to learn about the natural world (i.e., the environment and/or animals living in the wild)	56%	33%	11%
Attended a science-related lecture or presentation	16%	35%	49%
Visited a museum or science center	39%	44%	17%
Taken any steps to learn about ways to protect animals living in the wild	35%	48%	17%

N=82

21. In the past month (since March 2012), how many times have you visited the Frozen Planet website? (Please select one).

	Percentage
I have not visited the Frozen Planet website in the past month	46%
One time	17%
Two or three times	26%
Four or five times	9%
More than five times	2%

N=82

22. After watching the Frozen Planet series, how likely are you to do the following?

	Mean (1-5)	Not At All Likely (1)	Only A Little Likely (2)	Somewhat Likely (3)	Very Likely (4)	Extremely Likely (5)
Recommend the series to a friend or family member?	4.72	0%	0%	6%	16%	78%
Seek out more information about animals and the natural world they live in?	4.02	1%	10%	13%	37%	39%
Seek out more videos about animals and the natural world they live in?	4.00	3%	7%	16%	36%	38%
Visit the Frozen Planet website to learn more about the series?	3.88	7%	6%	21%	23%	43%
Visit the Frozen Planet Facebook page?	3.10	28%	12%	15%	12%	33%
Follow @DISCOVERY on Twitter?	1.74	65%	16%	4%	7%	7%

N=82

23. If you were recommending this series to others, how would you describe it in a single sentence?

[Click here for a sample of responses](#)

24. Please rate your agreement with the following statements about how the Frozen Planet episode, “On Thin Ice” presented information.

	Mean (1-5)	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
The episode presented a balanced view of how animals survive at the earth’s polar regions.	4.44	0%	0%	5%	45%	49%
The episode summarized the importance of conservation in a biased manner.	3.32	12%	20%	15%	31%	23%
The episode covered seasonal changes in a balanced way.	4.20	0%	7%	4%	51%	38%
The episode covered the experiences of animals in a one-sided manner.	2.54	16%	34%	35%	10%	5%

N=52

25. Please take a moment to reflect on your overall experience with the Frozen Planet series (including all episodes you watched, visits to the Frozen Planet website, Frozen Planet page on Facebook or @DISCOVERY Twitter FEED), and list three words to describe your experience.

Word 1	Word 2	Word 3	Word 3(Cont’d)
Amazed (N=3)	Amazed (N=3)	Adorable	Long
Amazing (N=3)	Amazing (N=3)	Alarming	Love
Awe-inspiring	Anticipation	Alerted	Outstanding
Awed	Awakening	Astonishing	Pleased
Awesome	Awe	Attention- Grabbing	Relevant
Better Educated	Beautiful (N=6)	Awakened	Respect
Breathtaking (N=3)	Breathtaking (N=2)	Awe	Satisfying
Captivating	Captivating	Awesome (N=2)	Scientifically accurate.
Edified	Compelling	Awestruck	Serious
Educational (N=5)	Contrasting	Beautiful (N=6)	Shocked
Emotionally-Charged	Educated (N=1)	Captivating	Smart
Engaging (N=4)	Educational (N=10)	Compelling	Spectacular
Enjoyable (N=3)	Engaging (N=2)	Curious	Stunning (visually)
Enjoyment	Enjoyable (N=2)	Determined	Thankful
Enlightening (N=4)	Enlightening	Educational (N=3)	Theoretical
Entertaining	Entertaining (N=2)	Elegant	Unbelievable
Entranced	Enthralled	Emotional	Urgent
Excellent	Exciting	Empowering	Worry
Exciting (N=2)	Fascinating (N=2)	Engaging (N=3)	
Eye-opening	Frightening	Enjoyable (N=4)	
Fascinating (N=4)	Heartwarming	Enlightened	
Great	Important	Enlightening (N=2)	

Hungry for more	Impressed	Entertaining (N=2)
Informational	Impressive	Eye-opening (N=2)
Informative (N=12)	Informative (N=11)	Family involvement
Informed	Inspired (N=3)	Fascinating (N=2)
Insightful (N=2)	Interesting (N=4)	Fun (N=2)
Inspiring (N=2)	Intriguing	Funny
Interesting (N=5)	Learned	Great Series
Intrigued	Learned a lot	Hopeful
Liked Host	Learning	Humbling
Mesmerizing	Mesmerized	Imagery
More knowledgeable	More caring/concerned	Impactful
Positive	Sad	Important
Professional	Stunning	Impressed
Reality check	Surpassed	Incredible!
Stunning (N= 3)	Surprised	Informative (N=2)
Surprised (N=2)	Thought-provoking	Informed
Thought-provoking	Uplifted	Insightful
Visually appealing	Visual	Inspiring (N=2)
	Visually captivating.	Interesting

Please Tell Us About Yourself:

26. Are you:

	Percentage
Female	68%
Male	32%
N=82	

27. In what year were you born?

Age categories	Percentage
25-34 years old	21%
35-44 years old	46%
45-55 years old*	33%

*6% of participants (n=5) will be 55 in 2012

Mean age: 43

Age Range: 25-54

28. Please provide any final comments you would like to share about your experience with Frozen Planet.

[*Click here for a sample of responses*](#)

1. Most of the questions on this survey will simply require you to check a box, but, for starters, please take a moment to create a “tag line” or phrase that characterizes your impressions of the Frozen Planet series.

- A few degrees and inches!
- A must see for anyone that loves our Planet
- Absolutely Amazing , A pleasure to Watch
- Absolutely Amazing!
- Absolutely awesome
- Amazing (N=2)
- Amazing & Insightful
- Amazing and Enlightening
- Amazing and Frightening
- Awe-inspiring
- Awesome (N=2)
- Awesome shots
- Awesome, educational, interesting and entertaining
- Beautiful and interesting
- Beautiful photography and music
- Beautiful yet deadly
- Best reality television
- Breathtaking (N=2)
- Breathtaking, A must see show for everyone!
- Cinematic
- Dismal future, yet hopeful
- Educational (N=2)
- Educationally Stunning
- Enlightening (N=2)
- Epic Polar Splendor
- Excellent photography
- Exceptional
- Exciting and impressive
- Eye Opening (N=2)
- Fascinating (N=3)
- Fascinating, captivating and educational
- Freaking Awesome!
- Frozen Planet: Earth's Icy Mysteries Revealed
- Frozenly Awesome
- Great series
- High quality photography, riveting narration, informative and entertaining.
- I was FROZEN to my TV
- Impressive
- Informational and very well done.
- Informative (N=2)
- Informative yet slanted to the global warming community
- Interesting (N=2)
- Interesting and educational
- Interesting, captivating, environmental
- Interestingly insightful

- It can still be fun in the snow.
- Life
- Life on the Frozen Planet
- Memories of Barrow
- Mind opening
- Picturesque
- Positive (N=4)
- Positive but repetitive with the two different narrators.
- Positive: Stunning video, interesting facts and moments caught on tape & informative
- Pure white beauty at the ends of the planet
- Spectacular photographic exploration of the arctic and Antarctic
- Stunning camera work
- Stunning video footage of the coldest regions on Earth
- The series demonstrated the miraculous beauty of the frozen regions of our planet.
- Theory based on a miniscule time window of the life of Earth
- This was a fascinating and learning experience!
- Thought provoking
- Very interesting
- Very interesting and thought provoking
- Very picturesque
- Very positive
- Visually amazing
- Visually stunning and highly educational

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5. When watching episodes of Frozen Planet on TV, live or taped, what did you typically do during commercial breaks?

- Bathroom, snack break
- Checked out other programs on at the same time
- Flipped to other channels
- Had commercials on, but typically fiddled with something else during them.
- I had the commercials on - some I watched was on computer during others until show came back on.
- May have gone for a snack at some point.
- My attention was not entirely on the television during commercials as it was during the program
- Sometimes watched the commercials, sometimes left the room, sometimes changed the channel
- Some surfing
- Surfed other channels during commercials
- Was in the room but did not pay attention to the commercials
- Watched the commercials when watching live but fast forwarded when taped

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6. If it were up to you, what would you prefer for natural history programs like Frozen Planet?

- Commercials relevant to the subject or pointing me to other shows.
- Fewer commercials AND shorter breaks; put commercials in between shows.

- I don't like commercials. The fewer the better, shorter duration as well.
- Just less but lesser longer would be next choice
- No commercial breaks whatsoever.
- No commercials. Don't like losing the intensity. Remember Mutual of Omaha? Your programs are just as wonderful.
- Short commercials and very few of them
- The interruptions weren't so bad, so I would say keep them as they are
- The show could be sponsored by one advertiser and minimal breaks just with their advertising

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8. What did you like most about that episode?

Ends of the Earth

- Best writing.
- How the Orca's hunt as a team creating waves.
- I always enjoy the episodes that are a brief summary of the entire series; it's basically the 'best of.'
- I like to see the comparison of the two opposites ends of earth and help me understand how important they are for our planet. I love the footage.
- I liked everything, I was totally amazed at how the animals had to adapt to the different seasons.
- I really enjoyed learning about the polar bears and how they interact with one another. Although parts were sad to me (example--fighting over their mate), it's simply part of life and was very interesting. I also found the icebergs being created fascinating.
- I think I enjoyed it the most because it was something new and beautiful
- I think it was this episode~ but not sure...(Trying to go from memory here and not go back to the DVD's to verify) the footage of the wolves chasing the bison ~ and then the bison ramming the other one, was phenomenal. I am a wildlife photographer ~ so I know rare it is to see something like that, let alone capture it on film. My hats off to the film crews. They do exceptional work. LOVED it all and love the way it was kept clean, but realistic. Not Hollywoodized ~ Nature is beautiful, but nature is harsh as well!
- Information about the arctic and the north pole
- It exposed me to life in the frozen part of our planet.
- It has to be the scenery. It was breathtaking.
- Outstanding photography/footage. First exposure to the series so made the most impact.
- Penguins and wolves
- The different animals
- The photography and the scenes captured on film were amazing incredible and fascinating. I watch a lot of nature shows and the images captured by frozen planet are far superior to anything I have ever seen
- The photography was just stunning and I felt the program gave a great overview of what viewers would be seeing over the ensuing weeks.
- The relationship between the animals and their interaction with the environment.
- The way everything was shot-camera and telling of real story what happens in wild life out in the water/ice/artic etc.. It's beautiful.
- The wolf footage

Spring

- Content and photography
- I enjoy watching the Adélie penguins and their antics. I also enjoyed watching the mother & cubs.
- I had never appreciated the range of life forms that are in the frozen parts of our planet, so learning about how they all emerge in the spring was fascinating. I also was shocked at how the ice melted into huge flows, and how that impacts the wild life in the area.
- I learned some things I never knew about the South Pole, although, to be honest, all the episodes I could watch were so gorgeously filmed and narrated, that is the only reason I could say that was my favorite. I would love to see this same crew make a series about modern nomads - the Lapps, the Bedu and the Tuarag and such.
- I liked seeing the changes that occur during Spring, but what I really remember and liked was the caterpillar that formed a cocoon every year trying to become a moth, until years later it finally achieved success.
- I liked watching what animals started coming back after winter.
- I really never thought of what the seasons were like at the poles. I always just thought it was freezing there and not much changed. I quite enjoyed the winter, spring, and summer episodes. I found it so intriguing to see how the seasons affected the land and animals. It was quite awe inspiring to me to see how these lands change.
- I was introduced to information that I did not know before. I really like the Polar Bear piece.
- In all honesty, I have a hard time choosing one. Every episode moved me and truly made me want more. In 'Spring', I cannot express how much I enjoyed the 'Penguins'. Both eye opening and funny, truly beautiful. The scenes are incredible, the sunrise and Polar Bear cubs. Watching the Polar Bear looking for food was tense, but so remarkable.
- Interesting to see how the animals come out and start their summer preparations and how the new animals start life.
- It was so positive. New life and the changes of spring are so encouraging. I loved the new bear cubs, their challenge of survival, and how the mother took care of them.
- like seeing the change of season
- Loved the caterpillar for starts. But, I loved the images of such a dreary wintery place coming back to life and the way each species rushed to meet an all too short summer.
- LOVED watching about the polar bears and the babies in the den and then them coming out, but so sad about losing the one smaller bear! THEN loved watching the penguins fuss over building their nests and the one stealing rocks to build his nest instead of working for it. Animals truly are 'thinkers'! MUCH more than we give credit for! ALL of the episodes were fascinating actually! LOVED watching the one on how Frozen Planet was filmed! SO impressed by the people who made it!
- Loved watching all the cycles! The Thin Ice episode was sobering -- good, but definitely had a different feel to it than the others.
- The breathtaking shots of the snow beginning to melt. The scenery was incredible.
- The caterpillars and the penguins.
- The graphics were phenomenal!
- The newness of life and awakening after the long winter.
- The polar bears, and the penguins and the seals. We were rooting for the penguin to get away from the seal and were so sure the seal was going to get him! We all cheered when he got away!
- The wolves!
- Watching as the seasons began to change.

Summer

- I liked watching the animals in their natural habitat and how that habitat would change based on the time of year and how they adapted to the changes.

- life at its best, colors, beauty, waterfalls, a chance for the human race to venture there, creation, repetition of the cycle of life
- most wildlife
- The sacrifice of the young bull by the old bull to save the herd from wolves. This could have been accidental or with intent. It saved the herd/family.

Winter

- I actually liked all of the episodes, but thought that this episode depicted natural occurrences such as the ice finger, that most people didn't know about. I also liked watching the making of frozen planet because it put what the crew members experienced in perspective. Truly amazing and fascinating!
- I just loved seeing how animals survived in the winter. And, it was the most beautiful episode.
- It was just very interesting and it captivated me.
- The penguins, how they lived, what they did to survive, and how they interacted with each other and the female/male relationships. One of the strangest things in the episode was how the Weasel used the vole's fur for a blanket after it killed and ate it.
- The scenery, the information pertaining to wildlife.
- Watching huge the pack of wolves hunt the wood bison and how the polar bears are adapting to warmer climates.
- Watching what the animals did during the extreme conditions, and how they adapted to changes. Also the fabulous time lapse photography of the changes in nature.

The Making of Frozen Planet

- All the episodes were fascinating and it is difficult to find one part of an episode that I liked the most. How native people understand their environment and take on the risks to survive just to gather food for survival fascinated me. The part of this episode where the tide went out and the water level dropped 40 feet, causing the thick cover ice to break up and form caverns so that the natives would descend down under the ice to quickly collect mussels from the sea floor was amazing. That they only had 15 to 20 minutes to collect and get out our die boggles my mind. And to watch them then laugh and feast on this yearly delicacy made you see why it was worth the risk. But to try and understand them, growing up doing this, or climbing down rock faces to gather eggs, the risk is nominal, it's a way of life. I feel this was portrayed very well. And maybe I missed it, but I would like to have better understood why the 40 foot drop in water level occurred and why it only happened once a year. What was the cause? Good episode
- Each of the back stories on how the Cinematographers got there shots - what they had to endure - I found that all very compelling to the overall storytelling of the series
- How hard it was to do as I am a hard work and appreciate what it took to do this program
- I usually don't like 'making of episodes'- but this one was so interesting and the things they had to do to get the footage was amazing.
- It was just awesome to actually see the Crew and how they survived in the elements and overcame some of the hardships they encountered. Also the camera shots that were CLOSE to the animals were Great!!
- The adversity the camera crew had to go through to get the shots and how they came upon the situations they filmed. I loved to see the periods when they were just as amazed as the viewer to discover something unexpected or get a shot of something they knew about but did not know would be that dramatic.
- The enormous amount of time and work that was needed for production.

- WE loved all of the episodes but it was particularly enjoyable to understand how the show was made, what great efforts were made by everyone to get the shots and how long it took to make and why.

Life in the Freezer

- I found much of the information that I learned to be very interesting. I liked learning about the way of life of the people that lived in the various, frozen areas.
- Seeing how other people live. When they went looking for mussels was amazing.
- This is really hard for me. I love them all!!! I guess the story. Who knew life as a penguin was so hard?!!

On Thin Ice

- For the record: I enjoyed every episode. On Thin Ice, I specifically enjoyed the environmental message that accompanied the information. If I remember correctly this was the episode that had the melt water that plunged through a hole in the glacier to below the ice sheet and lubricated the ice sheet from below. This was an incredible sight, and I wished there was more knowledge and information about this phenomenon. I also enjoyed the educational aspect of every one of the episodes.
- I really enjoyed the narrator--David Attenborough is such a legend. I also enjoyed listening to the Eskimos. I think I liked this episode best because of the human element. Also, learning about how oil is found under the melting areas for interesting, promising and disturbing all at the same time. Really great presentation of both sides of the argument. The natural channels formed in the melting Greenland ice sheet were incredible! Almost looked man-made. Amazing photography!
- I thought that it was really amazing how much global warming is really affecting our poles. Being able to see how much ice has receded and thinned out was really scary. It was a change to see not only how it's affecting animals (we always hear about the polar bears) but people as well.
- It highlighted many of the current issues facing not only the Polar Regions, but the rest of the planet from climate change. It was a frightening look at what may happen in the near future if things are not changed.
- It made me think how the world is. Changing every day and I did. It know about it and make me think what I can do to change what I do today
- The depiction of both the Arctic and Antarctic and the massive ice shelves of the Antarctic was amazing. I did not know about these floating ice shelves in the south.
- The facts about the melting glaciers...how fast they are melting. The pictures of the Antarctica were amazing. Did not realize it was all ice
- The fascinating photography. To see so many of the beautiful animals up close and in their natural habitat. To be reminded of what a beautiful world we live in.... Each episode had my complete attention from beginning to end.
- The issues discussed were relevant to our behaviors now.
- The scientific commentary with the scientist made this episode more personal.
- We must learn about how rapid warming is out there and how to save these animals. The open waters are sad to see for the animals, it's like their home is being taken away.

None of them

- I can't choose a favorite as I really enjoyed all that I saw. The only reason I haven't watched them all is because of time restraints due to a hectic schedule. I will definitely watch in the future as it's great family TV. There was riveting high drama, 'awww' moments, and I learned some things. For

instance, I didn't know penguins were only found in the South Pole. I loved seeing the female penguins return to the males and their babies after gorging in the sea!

- I did not have a certain favorite episode. There were different things about each episode that I enjoyed. It was incredible the episode showing how the whales worked in unison going after their prey, another episode when the tribal people only had a short time period to get the mussels, watching how they filmed the show. The amount of time that was spent 4 years and how close they were able to get to some of the animals during filming, the thawing and sometimes rapid freezing of the ice, the episode showing how the caterpillar only had so much time to eat, then would 'die' due to the ice then in spring 'come alive' again and start the process again. Too many favorites to count
- I don't have any one given favorite episode, but scenes from all of them stand out. The killer whales working in unison to create waves to knock a sea lion off an ice floe, a male bison stampeding over a young bison being attacked by wolves, gathering food under temporary ice caves, etc.

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10. What did you dislike about that episode?

Ends of the Earth

- Everything was so desolate. Survival looked almost impossible. I know it is nature, but I felt bad for the animals. (1)
- I didn't dislike the episode, I just dislike seeing creatures I love hunt and kill each other. It's natural, but is hard to watch sometimes. The orca hunt, while amazing, seemed to prolong the torture of the seal. (1)

Spring

- I liked this too, just that the other two I saw were better
- More clichés in writing and narration than other episodes.
- The fighting polar bears. As much as I know this is just part of animal life, it's hard to me to watch (and my children) and I like to watch nature programs with my kids who are too sensitive to watch these types of scenes. (1)

Summer

- Interestingly enough, while this episode dealt with polar bears as well (my favorite episode out of the 3 I watched was the pilot episode with polar bears as well) it just didn't capture my attention like the 2 other episodes did. I did not dislike this episode by any means, but of the 3 it was my least favorite. I'm not sure if this was because some of the information seemed redundant to me since the previous (first) episode had somewhat of the same topic or not.

Winter

- Least wildlife

The Making of Frozen Planet

- Boring
- Can't pinpoint exactly, I just wasn't as interested in this episode as the others.
- I enjoyed them all. If I have to choose one I would say the Making of The Frozen Planet. I still found that episode fascinating and the challenges that the teams faced were well portrayed but what it may have lacked is that it did not 'flow' as well in the story lines of the other episodes. It seemed that it was a bit jumbled or jumped around a bit much. At times, hard to follow. It did not grip me to my seat or hold my attention much as the other episodes had done.
- This episode uncovered the secrets and made later scenes seem staged.
- Very boring similar to something a teacher would show a class.
- Would have liked to see more behind the scenes footage in the North Pole.

Life in the Freezer

- Although human life in this area is interesting, I liked the animal life better.

On Thin Ice

- I actually liked All of them but I have to say that the reality of the loss of areas for the wild life which will continue to happen, sadden me and the reality of humans getting closer to what has been there for millions of years scares me because one day the poles might become the next downtown mall at the ends of our world.
- I am more interested in animals and was not so interested in the water/climate.
- I felt this had a strong slant towards the global warming agenda and promoted that liberal mindset. It was interesting to see the pattern of change in the ice caps, but I felt that there was too much emphasis on human blame.
- I had a hard time with the episodes that were not narrated by Alec Baldwin. The older male narrating and in the filming did not flow like the other episodes. Really did not like the format of the episodes with the David person narrating.
- It just wasn't as interesting as the others. I also didn't like having the live narrator.
- It was definitely informative and good to know these facts about global warming, but I prefer to watch the beautiful scenery and animals interacting.
- It was sad to me and seemed a bit hopeless.
- Most disturbing, most political.
- Seemed almost too preachy to me. I expected more of this throughout the series, and was not surprised to have it in the final episode, and I understand why it was there. Maybe it would have been better scattered throughout a little more.
- Still great to see how the filming was all pulled off, and not bad in any way, but still my least favorite ~
- The narrator.
- Too preachy about global warming...
- While I like Attenborough (not sure how to spell his name), this episode had such a different quality to it. I preferred the narrator effect - somehow that seemed to have more of a 'flow' to the episode. The 'Thin Ice' episode somehow didn't seem as focused. Or maybe 'streamlined' is a better term. The narrated episodes had more of a storyline effect to me - which I preferred.
- While I understand the poles are in jeopardy, I felt like the episode was such a downer.

None of them

- Again, I really enjoyed them all. I did kind of miss Alec Baldwin's narration once David Attenborough was featured. He's great, too, and I've seen him in many documentaries over the years, but Baldwin has a great dramatic voice.
- All episodes were very well done!!!
- All of the episodes I saw were excellent. They could easily be watched again and still be able to appreciate and enjoy.
- All of the episodes were interesting and had great cinematography.
- all were interesting
- From what I viewed they were all interesting
- Honestly, I like all of them. I thought they were all entertaining and educational. I had no least favorite but I took the fewest notes on the 'summer' episode.
- I cannot pick a least favorite, either. Each episode had good qualities.
- I can't think of any of them that I least liked.
- I didn't really have a least favorite - they were all very interesting and I loved seeing the views.
- I enjoyed all of the series
- I enjoyed them all
- I found that each episode had some information that I found to be interesting, and with this each episode was fun to watch.
- I like all of them they was great
- I like all of them.
- I liked all of the episodes. The shots and landscapes were amazing to see.
- I liked them all! I can't say I didn't like any of them.
- I liked them all. Of what I saw. It's hard for me to remember what I saw on DVD and what I saw on TV
- I LOVED them all.
- I loved them all and found them educational and beautiful
- I thought about this for a bit and none are my least favorite. If I have to choose though, I will opt (only to help the survey), Ends of the Earth.
- Liked them all!
- Nothing (N=2)
- Nothing. I liked them all!
- One thing I will mention: In the first episode they mentioned Foreplay among the polar bears. I thought this word was a poor choice - it is not a word I would want to explain while watching the show with young children.

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13. In future programs like this, what would you recommend to the developers?

- Any one format can become monotonous if over done
- I think making it more clear when you were going from Arctic to Antarctic would be helpful. If I wasn't paying attention for a split second I would not remember which pole I was watching.
- Love the format! I would just leave out the blood like they do in the Disney Nature films. My young kids want to watch with me, and understand life & death in the wild, but are disturbed when it gets bloody.

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23. If you were recommending this series to others, how would you describe it in a single sentence?

- A 4 year, visually stunning educational journey.
- A beautiful and interesting nature show about life at the poles.
- A breathtaking revelation about the Earth's Polar Regions.
- A great documentary series on life in the arctic.
- A series that explores the life and lands of the polar regions, done by the same teams that did Planet Earth and Life.
- A show about life at the poles, and how it changes based on the seasons.
- A show with a fantastic photographic story about the delicate nature of our planet's polar life, livelihood, and land health.
- A very engaging show about life at the earth's poles.
- A very interesting look at our impact on the Polar Regions and how we can change our impact on it.
- A visually stunning, informative trek into a little-discussed region of the world, showing the wide range of how life and land/ice develops, adapts and thrives in harsh conditions.
- Amazing Cinematography
- Amazing!
- AMAZING!! Beautiful and educational
- Amazing, beautiful, very informative series about the Polar Regions.
- An amazing, beautiful show, I felt like I was right there on the ice along with everyone else.
- An extremely good series for the extreme ends of nature in High Def.
- As a breathtaking experience in every frame
- Awesome photography and very informative.
- Beautiful footage n extremely informative
- blow your mind photography and a compelling story of life in the polar regions of the earth
- Breathtaking
- Breathtaking and very educational.. Recommend to have the younger generation watch...
- Breathtaking views of sometimes never before seen areas, events and animals of our planet
- Captivating!
- Clever, revealing and fascinating series that mixes education and fabulous nature photography.
- Excellent visual and much factual information, but other theoretical assumptions that fall into the 'group think' mentality of some modern scientists, especially when put up against '80s Carl Sagan theories of a run-away ice age and 'Jupiter Effect' documentary which theorized too much ice at the South Pole.
- Fantastic footage!
- Fascinating, relevant and well done.
- Freaking awesome!!!!
- Frozen eye candy that makes learning more about the frozen regions of our planet enjoyable and engaging.
- Frozen Planet beats any other 'reality' series!

- Frozen Planet illustrates how animals fare in the world vs. global warming.
- Frozen Planet is a must see amazing, informative family friendly series to watch.
- Frozen Planet is educational, yet interesting enough to hold your attention!
- Frozen planet is like being in places which exist but may never go there, you must visit by watching!!!
- Frozen Planet is visually stunning; a breath-taking in-depth look at the not-so-well-know, but extremely important life at the distant Polar Regions.
- Frozen Planet provides spectacular views of the world and animals that can't be seen anywhere else.
- Good information and pictures about global climate change
- great informative series on life at the poles
- Great show to learn and understand more what is going on in our beautiful planet.
- Great-I highly recommend it!
- Gripping and informative series on life and change at the ends of the earth.
- I think the series was engaging, educational, and fun to watch.
- I would say this is an interesting series on parts of the world we are unlikely to travel to, but have beautiful scenery.
- If you are interested in animals and life in the Polar Regions, this is the must watch program.
- If you really want to see the beauty and learn the life of these animals check out frozen planet, grab your children and popcorn and enjoy...
- incredible footage
- Interesting info to see and learn about
- It had really gorgeous cinematography.
- It has amazing photography, and teaches you about life in the Artic versus the Antarctic so you will learn the about the different animals in each region.
- It is a series with things that we never saw before, the photography was so amazing and you learn things about the earth that you didn't know before - so worth watching!
- It is a very informative show, but be prepared for narration that can make it hard to stay focused.
- it is an extremely interesting perspective about animals living in polar regions.
- It is very informative about animals and nature with beautiful scenery.
- It will change the way you think and how you live
- Outstanding footage of the polar regions with very informative information without a political agenda.
- Super-informative and amazing to watch.
- The Frozen Planet is worth watching because it is visual appealing and captivating while being very educational in an awe inspiring manner.
- The frozen planet needs to stay frozen and this is why.
- The Frozen Planet series is interesting, educational, and perfect for the whole family.
- The most amazing series you will ever see!
- The most visually awe inspiring, educational series I've had the pleasure of watching!
- The series is a compelling and riveting look at life at the extreme ends of the earth.
- The series was breathtaking, informative and awe inspiring.
- The show demonstrates the miraculous beauty of the frozen parts of our planet, the animals of those regions, and the impact that we all have on the environment.

- This is a great big giant planet and just because we may not personally be experiencing global climate change doesn't mean that it is not occurring in places you've never been.
- This is a great show that gives you the ability to see landscapes, the environment, wildlife, man's knowledge of and his effect on the polar regions of the Earth.
- This is a program that explains, in depth, how the seasons affect the poles, the land, its animals, and knits both together wonderfully.
- This is a well-made, engaging and educational series about the climate and life on the poles.
- This is an amazing series about the changes at the poles and the animals who live there.
- This is an awesome series that will mesmerize you with its beauty and majesty and it's educational content.
- This is the most beautifully filmed, informative series, you will see things you never imagined, about places that before this were just words and gain a greater understanding of the natural processes at work in our world; watch it!
- This series has great cinematography with breath taking views.
- This series tells of life in the Polar Regions both animals and humans.
- This series was incredibly breath-taking in scenery and wonderfully educational!
- This was worth my time; this is a must see for the entire planet.
- Very educational and interesting to watch.
- Very informative about the Polar Regions weather and animals.
- Very well produced program that is able to entertain and educate at the same time.
- Visually captivating with dramatic music.
- Visuals are incredible, with lots of animal survival information.
- You have to watch this awe inspiring series; it will help you appreciate what God created in the Polar Regions.

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28. Please provide any final comments you would like to share about your experience with Frozen Planet.

See Appendix B for a complete list of all comments

Sample of comments:

- I did not expect it to be as engaging as it was. I found myself watching the dvds completely when I received them and then I found myself watching the program again on TV. I actually made time to watch it. It was a touch of arctic and Antarctic fresh air 'feeling' after a hectic day at home. I found out that still there is so much to learn out there and it is good when people actually spend their time and resources creating educational materials that are pleasant to watch and that remind us of the beauty of life.
- I enjoyed the series however with having two narrators, I found the series repetitive. I would have enjoyed one or the other equally. I thought the purpose was to have me decide which I would have preferred. Also, as a result of the repetitive nature, I found numerous scenes repeated also. My 10 year old daughter watched the final two episodes and enjoyed it very much.
- I enjoyed the shows I watched. Now that the series is out, I plan on watching all of the other episodes. I felt going into this the slant would be toward the global warming agenda; however, I only really felt it was pushed in the last episode. I will let my children watch all of the episodes,

since there is some great information. Thank you for giving me the opportunity to participate in this study.

- I enjoyed watching the Frozen Planet episodes, and I've heard from friends of mine who also really enjoyed it. I learned quite a bit about the variety of life in those regions, and how they survive (which I always find fascinating). I was completely ignorant of what happens at the poles, and watching the episodes highlights just how little I still understand those parts of the earth.
- Future series of this nature should dive deeper into the lives of the animals, beyond just filming. This will help the audience make that all-important connection with the animals. It's one thing to film an animal in the wild, albeit stunningly well, but it's much more to get the audience to make that connection, and then want to do something about that connection.
- I think the series was very well filmed. The images captured were unlike any film I have seen of the regions. I really like how the episode 'On Thin Ice' was placed at the end of the series. It is my hope that this placement encouraged those viewers that had been following the series to become more aware of the truths regarding climate change on our planet. Wonderful job to the entire Frozen Planet team!
- I watched the program with my son who is nine. The program was wonderful and we all, as a family, learned a great deal. I was particularly pleased with the last episode and thought it applied all the information from the prior episodes in a very relevant way.
- My wife and I enjoyed watching and discussing the series. During the series, I thought a lot about sea level rise and how/why we can map the impacts on coastal and low lands, infrastructure, and habitats.
- Overall, I was/am very pleased with the series. I felt the narration was good, also confusing as to the two narrators used. Other than that - one thing I think that could have made this even better would be a social connection - not just Twitter and Facebook posts - but an interaction with the show through social media - using phones - Google TV etcetera. My experience is - that content that can connect a viewer to a show as it happens (or is aired) makes the viewer more engaged in a long term relationship - and in this case - being our planet - I highly recommend this in and for future programs - I am really looking forward to the new North America series coming up and I would like to see actual links and qr codes that can automatically connect me to more information - YouTube regarding the shots (behind the scenes) or even in a larger way
- Loved the non-bias views from this series, the exceptional footage and the way you chose to educate the people.
- Thank you, thank you, thank you for being pure science in this series, without letting political rhetoric come into play, about global warming and such. I kept dreading that was going to occur in the final episode, and it did not. Sweetly, unbiasedly done. I loved the way that you pointed out that these were natural processes that have been going on forever, impacted by climate shifts, like they have obviously been before. I believe that series like these can give a broader knowledge base and a different perspective to a population that would not normally read about this and would not have had to think this way because of our current education system. Do more, make more, and thank you for this. I didn't get to see every episode because all I can afford is Netflix at the moment, and so we have no cable, but I saw the series was released on DVD and I am going to buy it, so I may watch the ones I missed. I just can't get over the beautiful photography! And I will check out the webpage. Thanks!
- The series is very informative and does well at showing how life is at the Polar Regions. I lived in Barrow, Alaska for 6 1/2 years and saw first-hand how the climate was changing, especially in beach erosion that has increased due to the lack of ice and large waves. Thanks for producing a program that hopefully inspire people to demand the necessary change to protect our world.

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Annotated Website Survey

1. Please rate your interest in the following.

	N	Mean (1-5)	Not At All Interested (1)	(2)	(3)	(4)	Extremely Interested (5)
Current events in the news	1893	4.03	2%	5%	20%	32%	40%
Current science research	1893	4.13	1%	4%	18%	34%	43%
Environmental issues	1893	4.19	1%	5%	15%	32%	47%
The impact of seasonal change on our earth	1894	4.21	2%	4%	15%	31%	49%
The earth's polar regions	1893	4.30	1%	3%	13%	34%	50%
Life at the earth's polar regions	1895	4.43	1%	2%	10%	30%	58%
Animal rights and protection	1888	4.25	2%	5%	15%	25%	54%
Conservation issues	1887	4.19	2%	4%	16%	31%	48%

2. Have you watched any episodes of the Discovery Channel series, Frozen Planet, on TV? (First airdate was March 18, 2012)

	Percentage
Yes, one	36%
Yes, more than one	52%
No, and I plan to	10%
No, and I do not plan to	1%

N=1903

3. Which episodes of Frozen Planet did you watch, at least in part? (Check all that apply.)

	Percentage
Ends of the Earth	81%
Spring	71%
Summer	42%
Winter	31%
The Making of Frozen Planet	20%
On Thin Ice	9%
Life in the Freezer	7%

N=1648

Note: Total exceeds 100% as respondents were able to select multiple options.

4. Considering all of the episodes you watched, please rate the Frozen Planet series on the following.

	N	Mean (1-5)	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Excellent (5)
Engaging	1668	4.77	0%	<1%	4%	15%	81%
Visually appealing	1665	4.90	<1%	<1%	1%	7%	92%
Enjoyable	1664	4.84	<1%	<1%	2%	11%	86%
Fun to watch	1665	4.78	<1%	1%	3%	13%	83%
Informative	1664	4.85	0%	<1%	2%	10%	88%
Inspiring	1665	4.67	<1%	2%	6%	16%	76%
Easy to understand	1663	4.84	<1%	<1%	2%	12%	86%
The series overall	1652	4.87	<1%	<1%	2%	9%	89%

5. How often, if at all, do you typically visit the Discovery Channel website (www.discovery.com)?

	Percentage
Before today, I have never visited the Discovery Channel website	23%
I have visited once	10%
Rarely (less than once a month)	23%
Occasionally (1-3 times a month)	21%
Frequently (once a week or more)	17%
Daily	7%

N=1901

6. Before participation in this survey, had you visited the Frozen Planet website?

	Percentage
Yes, I have visited the site before	36%
No, today was my first visit	64%

N=1901

7. How often do you typically visit the Frozen Planet website (www.discovery.com)?

	Percentage
I have visited once	32%
Rarely (less than once a month)	15%
Occasionally (1-3 times a month)	22%
Frequently (once a week or more)	19%
Daily	12%

N=688

8. How did you learn about the Frozen Planet website? (Check all that apply.)

	Percentage
From the Frozen Planet broadcast	55%
From the Discovery Channel website	26%
From a friend/family member/colleague	11%
From a mention on Facebook or Twitter	7%
From a link on another site	6%
From a web search	6%
Typed in URL	1%
Had site bookmarked	1%
Other	9%

N=1861

Note: Total exceeds 100% as respondents were able to select multiple options.

PARTICIPANTS WHO LEARNED ABOUT THE WEBSITE FROM THE SERIES BROADCAST:

8a. On which of the following channels, did you watch the Frozen Planet broadcast? (Check all that apply.)

	Percentage
The Discovery Channel	92%
Animal Planet	17%
TLC	6%
Science	4%
ID	2%
Velocity	1%
Health and Fitness	1%

N=1014

Note: Total exceeds 100% as respondents were able to select multiple options.

PARTICIPANTS WHO LEARNED ABOUT THE WEBSITE FROM A LINK ON ANOTHER WEBSITE:

8b. Which website?

Top websites:

- Facebook (N= 13)
- MSN (N=9)
- Animal Planet (N=3)
- Penguin cam (N=3)
- Fox News (N=3)

[Click here for a complete list of all other responses](#)

PARTICIPANTS WHO LEARNED ABOUT THE WEBSITE FROM A WEB SEARCH:

8c. What topic did you search?

	Percentage Of Comments
Frozen Planet	69%
Penguin/ Penguin Cam	14%
Discovery Channel	8%
Program Schedule/Episode Guide	8%
Other	7%

87 respondents provided 91 comments

9. What were your primary reasons for visiting the Frozen Planet website? (Check all that apply for today and any previous visits.)

	Percentage
To learn more about the series	55%
To watch video related to the series	53%
To see behind the scenes footage	31%
To see how the series was made	25%
To explore interactive games	13%
To find information about a specific topic	10%
To use for a part of a classroom lesson	5%
To see what others were saying about the series	4%
To share an idea or comment	3%
To help my kids with their homework	2%
To chat with others about the series	2%
Other	28%

N=1846

Note: Total exceeds 100% as respondents were able to select multiple options.

PARTICIPANTS WHO VISITED THE WEBSITE TO FIND INFORMATION ABOUT A SPECIFIC TOPIC:

9a. What topic?

	Percentage Of Comments
Penguin/ Penguin Cam	33%
Animals	18%
Life in the polar regions Antarctica	13%
Climate Change/Conservation	13%
Episode Guide/ Info about series/Photos	10%
Other	10%
Icebergs	2%

83 Respondents made 91 comments

PARTICIPANTS WHO VISITED THE WEBSITE FOR ANOTHER REASON:

9b. Please specify

	Percentage Of Comments
To watch the penguin cam	78%
To review the schedule/episodes	7%
Have general curiosity about website/series/Polar Regions	5%
To view/download photos	3%
To share information about series with others	3 %
To watch videos/episodes	2%
Miscellaneous	4%

509 respondents provided 518 comments

Other responses: To play the penguin games, To look for other programs to watch,

To verify information, To purchase DVDs, To enter sweepstake, By chance

10. Which elements of the Frozen Planet website have you reviewed? (Check all that apply.)

	Percentage
Live Penguin Cam	80%
Video clips	45%
Photos	36%
Episode Guide	25%
Interactive Game	19%
Frozen Fact Generator	11%
"Polar Regions" news coverage	11%
Infographics	8%
Conservation information "On Thin Ice"	8%
Social Media Widgets (e.g., Facebook module, GetGlue Check ins)	4%
The Frozen Planet Blog	4%

N=1845

Note: Total exceeds 100% as respondents were able to select multiple options.

11. Please rate each Frozen Planet website resource using the following scale: 1=Poor, 2=Fair, 3=Good, 4=Very Good, 5=Excellent.

	N	Mean (1-5)	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Excellent (5)
Video clips	1161	4.73	<1%	<1%	3%	17%	78%
Live Penguin Cam	1117	4.62	1%	2%	5%	17%	75%
Interactive Game	530	4.34	2%	2%	14%	24%	58%
Infographics	479	4.54	1%	1%	8%	25%	66%
Frozen Facts Generator	512	4.63	<1%	1%	6%	21%	72%
Photos	993	4.85	<1%	0%	3%	10%	88%
Episode Guide	768	4.67	<1%	1%	5%	20%	74%
Conservation information "On Thin Ice"	447	4.63	1%	<1%	9%	16%	74%
"Polar Regions" news coverage	463	4.67	<1%	<1%	7%	17%	76%
Social Media Widgets (Facebook Module, Get Glue Check Ins)	322	4.52	1%	3%	8%	21%	68%
The Frozen Planet blog	306	4.52	1%	3%	8%	20%	69%

12. As a result of visiting the Frozen Planet website, have you:

	N	Yes	Not yet but I plan to	No and I don't plan to
"Liked" Frozen Planet on Facebook	1694	17%	41%	43%
Followed @DISCOVERY on Twitter	1636	5%	15%	79%
Shared materials from the website with your social network (Facebook, Twitter, etc.)	1652	22%	25%	53%
Discussed environmental issues with friends, family, or colleagues	1691	51%	22%	26%
Noticed stories in the news about the environment	1640	55%	21%	24%
Read a book about animals in the wild	1621	32%	30%	38%
Watched a television program related to the natural world (i.e., the environment and/or animals living in the wild)	1695	62%	22%	16%
Visited a website to learn about the natural world (i.e., the environment and/or animals living in the wild)	1646	45%	30%	25%
Attended a science-related lecture or presentation	1607	15%	29%	55%
Visited a museum or science center	1625	34%	35%	31%
Taken any steps to learn about ways to protect animals living in the wild	1657	36%	37%	27%

13. After visiting the Frozen Planet website, how likely are you to do the following?

Please use the scale: 1=Not at all Likely, 2=Only a Little Likely, 3=Somewhat Likely, 4=Very Likely, 5=Extremely Likely

	N	Mean (1-5)	Not At All Likely (1)	Only A Little Likely (2)	Somewhat Likely (3)	Very Likely (4)	Extremely Likely (5)
Visit the website again?	1872	4.50	1%	3%	9%	18%	68%
Recommend the website to a friend or family member?	1861	4.35	3%	5%	11%	18%	64%
Watch Frozen Planet on TV?	1869	4.80	2%	1%	3%	7%	89%
Recommend the series to a friend or family member?	1868	4.74	2%	1%	4%	9%	84%

Please tell us about yourself

14. Are you: (Check all that apply.)

	Percentage
Currently employed full time	59%
Currently employed part time	12%
Currently unemployed	20%
Currently teaching in a science-related field	4%
Currently studying in a science-related field	6%

Currently working in a science-related field	6%
Currently teaching in a field not related to science	5%
Currently studying in a field not related to science	3%
Currently working in a field not related to science	8%
A part time student	5%
A full time student	15%

N=1768

Note: Total exceeds 100% as respondents were able to select multiple options.

15. In what year were you born?

Age	Percentage
24 years or younger	15%
25-34 years old	15%
35-44 years old	15%
45-54 years old	26%
55 years or older	29%

Mean Age: 44

Range: 12-85

16. What state do you live in?

	Percentage
Alabama	1%
Alaska	1%
American Samoa	<1%
Arizona	2%
Arkansas	1%
California	11%
Colorado	3%
Connecticut	2%
Delaware	<1%
District of Columbia	<1%
Florida	7%
Georgia	2%
Hawaii	<1%
Idaho	<1%
Illinois	3%
Indiana	1%
Iowa	1%
Kansas	1%
Kentucky	1%
Louisiana	1%
Maine	1%
Maryland	2%
Massachusetts	3%
Michigan	3%
Minnesota	2%
Mississippi	1%
Missouri	1%
Montana	1%
Nebraska	1%

Nevada	1%
New Hampshire	1%
New Jersey	4%
New Mexico	1%
New York	6%
North Carolina	2%
North Dakota	<1%
Northern Marianas Island	<1%
Ohio	3%
Oklahoma	1%
Oregon	2%
Pennsylvania	5%
Puerto Rico	<1%
Rhode Island	1%
South Carolina	1%
South Dakota	<1%
Tennessee	2%
Texas	6%
Utah	1%
Vermont	<1%
Virginia	3%
Washington	3%
West Virginia	<1%
Wisconsin	2%
Wyoming	<1%
Do not live in US	3%

17. Are you:

	Percentage
Male	30%
Female	66%
Choose not to respond	4%

N=1867

18. What is the highest level of education you have completed? (Check only one.)

	Percentage
I am currently in middle school	4%
I am currently in high school	3%
High school diploma or the equivalent (GED)	10%
Some College	25%
College	31%
Post Graduate	22%
Choose not to respond	5%

N=1870

19. What is your race/ethnicity? (Check all that apply.)

	Percentage
White	80%
Choose not to respond	8%
Hispanic or Latino	5%

American Indian or Alaska Native	3%
Black or African American	3%
Asian	2%
Native Hawaiian or Other Pacific Islander	1%
Other ^a	1%

N=1912

Note: Total exceeds 100% as respondents were able to select multiple options.

^a Other Responses include: Aborigine, Antarctica, Colored, Heinz 57/American Mongrel, Indo Caribbean, Irish, Mix(ed), and Mixture

PARTICIPANTS WHO LEARNED ABOUT THE WEBSITE FROM A LINK ON ANOTHER WEBSITE:

8b. Which website?

- 102themountain.com
- 123 stitch
- ABC news
- Altnet.com
- Amazon.com
- Animal planet (N=3)
- Aol.com (N=2)
- Catch-up TV networks
- Coasttocoastam.com (N=2)
- Coolmath.com
- Discovery News
- Earthcam
- Facebook (N=13)
- Foxnews.com (n=3)
- Frozen Planet
- Gizmodo <http://gizmodo.com/5862229/this-unreal-slow+motion-ice-tornado-kills-everything-it-touches?>
- <http://boards.420chan.org/b/index.php>
- <http://dg.kscs.com/>
- <http://dsc.discovery.com/tv/frozen-planet/criminal-penguins-game/#mkcpgn=pts>
- <http://seaworldparks.com/en/seaworld-sandiego/Animals/Webcams/Penguin-Cam>
- <http://www.howtolearn.com/2012/03/live-online-penguin-cam-is-highly-addictive-please-be-warned>
- Huffington Post (N=2)
- Hulu.com
- Innerbonding.com
- KKIQ
- MSN.com (N=8)
- MSNBC
- National geographic
- News from Disney
- Penguin cam (N=3)
- Pet finder
- Popbitch.com
- Prize amigo
- Ravelry.com (linked in the forums)

- Realityblurred.com
- Sweepstakes site
- Sybilsden.com
- Thedailywh.at
- Tumblr.com
- UStream TV (N=2)
- wnji.com
- World Wildlife Fund
- www.twitter.com
- yahoo.com

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Appendix B: Full List of Viewers' Final Comments

Please provide any final comments you would like to share about your experience with Frozen Planet.

- As always, it was an outstanding series. We (my husband and I) learned things we didn't know and it was a wonderful opportunity to see areas of the world that we will never get to see. We looked forward to watching each episode and enjoyed discussing afterwards what we watched. We admire the dedication of all the people that work to bring these things to film and TV.
- Even after watching the Making Of episode, it astonishes me how the film teams are able to get such good video footage without spooking most of the animals. I've also watched Life and Planet Earth, and the BBC teams should win every award possible for their cinematography.
- During the first run of this series I would have liked more options than Sunday night to watch. I would have watched the entire series if it had been on Saturday or Friday nights. But, it was a fabulous series, and I have a friend that recorded it. I will be watching it with her soon.
- Frozen planet was a very visually stunning show as well as extremely informative. The only downside I saw was Alec Baldwin as a narrator was very boring.
- Good job
- Great job! The series was well done.
- Great Series!
- Great series. Really enjoyed it. Wished it went a bit more in-depth.
- I truly had the most interesting time watching about our one and only planet in the places I could never have imagined there was. Would love to thank every single one who made it possible. I am grateful for all the knowledge you inspired. Thank you for your hard work and enlightenment!!!
- I am an extreme outdoorsman and wildlife photographer, and was quite impressed with what I saw and learned from your series.
- I am honored to have the privilege to be a part of the survey but even if I was not, I would certainly be watching the series and sharing with my friends and family all that I have seen and learned and STILL becoming even more active in somehow helping our world and the environment we live in. A GREAT series I will most definitely watch again and again. Thanks.
- I am really thankful for the opportunity. This series was amazing and made me think even more about the ecological concerns we face.
- I did not expect it to be as engaging as it was. I found myself watching the DVD's completely when I received them and then I found myself watching the program again on TV. I actually made time to watch it. It was a touch of arctic and Antarctic fresh air 'feeling' after a hectic day at home. I found out that still there is so much to learn out there and it is good when people actually spend their time and resources creating educational materials that are pleasant to watch and that remind us of the beauty of life.
- I enjoyed the series however with having two narrators, I found the series repetitive. I would have enjoyed one or the other equally. I thought the purpose was to have me decide which I would have preferred. Also, as a result of the repetitive nature, I found numerous scenes repeated also. My 10 year old daughter watched the final two episodes and enjoyed it very much.

- I enjoyed the series very much, I learned a lot, and it opened my eyes and mind to a whole new world!
- I enjoyed the shows I watched. Now that the series is out, I plan on watching all of the other episodes. I felt going into this the slant would be toward the global warming agenda; however, I only really felt it was pushed in the last episode. I will let my children watch all of the episodes, since there is some great information. Thank you for giving me the opportunity to participate in this study.
- I enjoyed watching the Frozen Planet episodes, and I've heard from friends of mine who also really enjoyed it. I learned quite a bit about the variety of life in those regions, and how they survive (which I always find fascinating). I was completely ignorant of what happens at the poles, and watching the episodes highlights just how little I still understand those parts of the earth.
- I had no idea about the life in the polar areas both human and animal.
I learned a lot from this series and told my co-workers about how interesting this series was. My husband and I did not like to watch the parts where the animals died but we know it happens. I really enjoyed helping with the survey process.
- I have enjoyed the series. I think being a part of these surveys added to my experience because I was more engaged. The quality of the series was right up there with what I have come to expect from the Discovery channel.
- I hope to see many more episodes of this wonderful show. All of you at Discovery should be extremely proud of putting together such a great program.
- I just really enjoyed the series and invited my family to watch the show with me. My 10 year old son who loves science, animals, and the environment was particularly interested.
- I loved it.
- I loved the series and look forward to more
- I loved this series. It was beautifully made.
- I really enjoyed the experience! Thanks for allowing me to participate in the pre-viewing and the survey.
- I really enjoyed the series, and I hope to watch more as time permits. I'd also like to see it available on Netflix. We watch a lot of nature documentaries as a family with our 8-year old daughter, but this was the first focusing on the Polar Regions. My daughter likes anything involving the ocean, so this was a great new angle for her to learn about. I'm disappointed I didn't get to view the making of the series, as my husband and I were very curious as to how they did that.
I enjoyed participating, and would be interested in doing so again.
- I really enjoyed the series. Thanks for this opportunity!
- I really enjoyed the series. I enjoyed the filmography, the story, content and the production. Future series of this nature should dive deeper into the lives of the animals, beyond just filming. This will help the audience make that all-important connection with the animals. It's one thing to film an animal in the wild, albeit stunningly well, but it's much more to get the audience to make that connection, and then want to do something about that connection.
- I really, truly enjoyed watching Frozen Planet. I'm absolutely an animal lover and loved watching all of the animals in their natural environment. I did find parts of it sad (polar bears fighting, the killer whales hunting seals), but I also realize that this is just part of nature. It isn't enough to turn me off from watching it, though. Unfortunately, my schedule doesn't allow me to watch these episodes on Sunday night. I would love to catch the other episodes I was unable to watch on re-run!

- I thank you for asking me to watch it Change the way I think on the world and how I live
- I think the series was very well filmed. The images captured were unlike any film I have seen of the regions. I really like how the episode 'On Thin Ice' was placed at the end of the series. It is my hope that this placement encouraged those viewers that had been following the series to become more aware of the truths regarding climate change on our planet. Wonderful job to the entire Frozen Planet team!
- I think this program needs to be promoted more and/or presented on PBS or a network that perhaps is more widely available.
- I thoroughly enjoy not only watching this series but also participating in this research group. I hope my participation and comment were useful as I wish more people would watch this series and learn about their planet and how our actions do impact the world around us. Knowledge and understanding is the key to our survival. We are all citizens of this animal planet and need to do our part to make sure this planet survives. This series was very well done and I would like to see more along this educational line. The pole regions are fascinating and look to be a leading indicator of things to come. Thank you
- I thought it was pretty long and somewhat hard to follow. I thought the information was good - and I appreciated the scenery the most. I thought there were a lot of commercials about the show and making of the show itself. I would recommend this to anyone I know who loves nature and conservation. It is a good option for a show to watch with my young children when the scenes aren't too bloody.
- I thought the scene showing the oil rigs drilling in places where the glaciers have melted was politically strong. I'm a green party person but my husband is an NRA Republican and when we watch shows like this together, it always creates tension in the room. He sees that and it confirms to him that the media is liberal.
- I thought this was a very good add on series to Planet Earth going more in-depth in this region.
- I truly am amazed and my children are too.. Please keep it on TV and I'll help do my part too-meaning help get the word out and share my DVD's u provided me too... Thank you for this opportunity.. God makes beautiful life out in the unknown places where only a few like the producer, photographer and camera people have been.
- I truly enjoyed being part of this study and I thank you for including me. I am definitely a bigger fan of the show now that I participated.
- I was not sure what to expect before viewing the series, but find it highly informative and interesting, and educational. Thanks for making and producing such a great series.
- I was only able to watch limited episodes on DVD; however I liked them so well that I definitely plan to watch the entire series. It was like exploring a new world, except in the warmth of my living room. I learned a lot, scary stuff too, and plan to make changes in my life including the way I vote. Thanks!
- I was pleasantly pleased to watch the series. It was interesting to see things in a different environment than my own. I honestly would not have probably watched had I not been approached to do so.
- I was really happy that you sent the episodes on DVD because I wasn't home to watch the other episodes, so at least I was able to watch some of the series. Given the chance I would like to see the rest of the series. It was very pretty and relaxing to watch this.
- I watched the program with my son who is nine. The program was wonderful and we all, as a family, learned a great deal. I was particularly pleased with the last episode and thought it applied all the information from the prior episodes in a very relevant way.

- I would first like to thank you for the opportunity to participate in this research study. Frozen Planet was such a joy to watch. Admittedly, I am an avid lover of Earth and Animals. Frozen Planet took my breath away. Overall beautiful series which I am certain I will watch over and over again.
- I'm glad for the opportunity to be associated with this type of study.
- It was a pleasure and informative to watch with my family and will research it again!
- It's always a really great experience to watch a series like this from such a great organization as Discovery. I think that this series was needed for society to gain knowledge on our polar regions, which are very rarely taught in depth. Some of the footage (even though it was stunning) did seem like it was used before from other series. The polar bear and cubs I feel like I saw in Disney's Earth and Planet Earth.
- Love it, love it, love it!!!! I love these shows so much!!! As I stated in an earlier comment, I wish these were shown in more waiting rooms (DMV, dentist, hospital). And not only waiting rooms, but patient rooms as well. Shows like this can def. help to bring a sense of peace and calm!!!
- My wife and I enjoyed watching and discussing the series. During the series, I thought a lot about sea level rise and how/why we can map the impacts on coastal and low lands, infrastructure, and habitats. Thanks for this wonderful opportunity.
- Overall, I was/am very pleased with the series. i felt the narration was good, also confusing as to the two narrators used. Other than that - one thing I think that could have made this even better would be a social connection - not just Twitter and Facebook posts - but an interaction with the show through social media - using phones - Google TV extra. My experience is - that content that can connect a viewer to a show as it happens (or is aired) makes the viewer more engaged in a long term relationship - and in this case - being our planet - I highly recommend this in and for future programs - I am really looking forward to the new North America series coming up and I would like to see actual links and qr codes that can automatically connect me to more information - YouTube regarding the shots (behind the scenes) or even in a larger way
- Reminded me a bit of the old nature shows from Disney and such when I was young. However, the visuals of the time lapse photography and fantastic up close animal visuals were top notch and very memorable.
- Thank you for allowing me to enter in this survey. I am slightly confused by a few of the questions.. as I am not sure what YOUR interpretation of Wildlife protection would be. I am a hunter~ I am extremely involved and concerned about wildlife protection, conservation and our environment. ~ Loved the non-bias views from this series, the exceptional footage and the way you chose to educate the people ~ Thank you
- Thank you for allowing me to participate in this survey and thank you to the BBC for putting out such a quality series to teach us about the planet we live on. The series was visually stunning, engaged us, and taught us more as a species about our planet. I cannot wait for the next series about North America that will premiere next year!
- Thank you for inviting me to participate in this series. It is unlikely that I would have watched the series without it and I am truly happy I did. I have recommended it to others and plan to watch the DVD's again.
- Thank you for providing great info to families and all people. We need to be aware of our daily decisions can have a huge impact in our planet.
- Thank you for selecting me. This was very informative and I enjoyed the programs immensely.

- Thank you for the opportunity to take part in this. I plan to purchase the entire series. However, while I like to keep informed, we are only shown the view point from the 'Global Warming' alarmist side, as I suppose there is no money in good news. While there always are cyclical changes in the temperature of various parts of the planet I have read but not heard it through Discovery Channel and the like, that the effect of clouds and cloud formation have on cooling regions and keeping a thermostatic effect on the planet. The cycles of the sun and its output variations are seldom discussed. The precipitation that falls as snow and rain into the Polar Regions MUST have a way to make their way into the sea, and this possibility is not discussed when they show glaciers breaking into the sea. All the precipitation need to go back into the sea somehow! Also, we have become advanced enough only in the very recent past to measure to the point we are doing so now. Some of our scientists are audacious enough to presume that they know the 'average' temperature the planet needs to be at. These theories are driving some governments and the UN to grab more control and power over citizens ostensibly to 'save the planet'. We need to think of our future, but the pendulum is in danger of moving too far to the 'left' and takes whatever freedoms we have remaining with it. I hope we will not mandate for ourselves restrictions based on a tiny sliver of 'discoveries' in the recent past by the few who get funded missions to do so. Thank You.
- Thank you for this opportunity. I really enjoyed the episodes I watched.
- Thank you so much for allowing me to participate in this survey. It was unbelievable to observe the life and death struggle these animals have always gone through. What interests me is the adjustments some of these animals have made already to climate changes, such that what might make survival more difficult for one species, brings opportunities for another. It has also strengthened my resolve to do right by the environment.
- Thank you, thank you, thank you for being pure science in this series, without letting political rhetoric come into play, about global warming and such. I kept dreading that was going to occur in the final episode, and it did not. Sweetly, unbiasedly done. I loved the way that you pointed out that these were natural processes that have been going on forever, impacted by climate shifts, like they have obviously been before. I believe that series like these can give a broader knowledge base and a different perspective to a population that would not normally read about this and would not have had to think this way because of our current education system. Do more, make more, and thank you for this. I didn't get to see every episode because all I can afford is Netflix at the moment, and so we have no cable, but I saw the series was released on DVD and I am going to buy it, so I may watch the ones I missed. I just can't get over the beautiful photography! And I will check out the webpage. Thanks!
- Thanks for getting my attention and being patient about my responses.
- Thanks for the experience I enjoyed being involved.
- The camera shots were amazing. The series looks great in HD. I am glad that the camera crews spent so much time in very cold weather to allow everyone to see such great areas of the planet that few people ever get to see.
- The series is very informative and does well at showing how life is at the Polar Regions. I lived in Barrow, Alaska for 6 1/2 years and saw first-hand how the climate was changing, especially in beach erosion that has increased due to the lack of ice and large waves. Thanks for producing a program that hopefully inspire people to demand the necessary change to protect our world.

- This documentary was very enjoyable....I would watch this again....The information on the climate and survival needs was very interesting and appreciated.
- This was a great series that I was pleased to share with my family. We learned things we hadn't known before. It provided us with a great view of life in the frozen regions of the earth which we will never get to see on our own. The time lapse photography was amazing and sees the brinicles form and grow and the snowflakes form was awesome.
- Very enjoyable. I didn't know much about the Polar Regions. My 12 year old son watched with me, and enjoyed the series. We both looked forward to the next show.

Goodman Research Group, Inc.

929 Massachusetts Avenue, Suite 2A
Cambridge, Massachusetts 02139

Tel: (617) 491-7033
Fax: (617) 864-2399

info@grginc.com
www.grginc.com

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