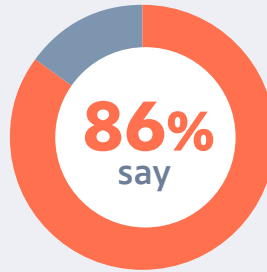## For 21 years, PBS is #1 in public trust.

**77%**
of Americans say PBS is **the most trusted institution.**
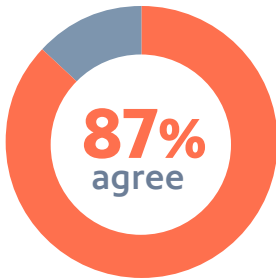
**86%** say
PBS has an important role in providing AMBER alerts, along with other emergency alerts, to the public.
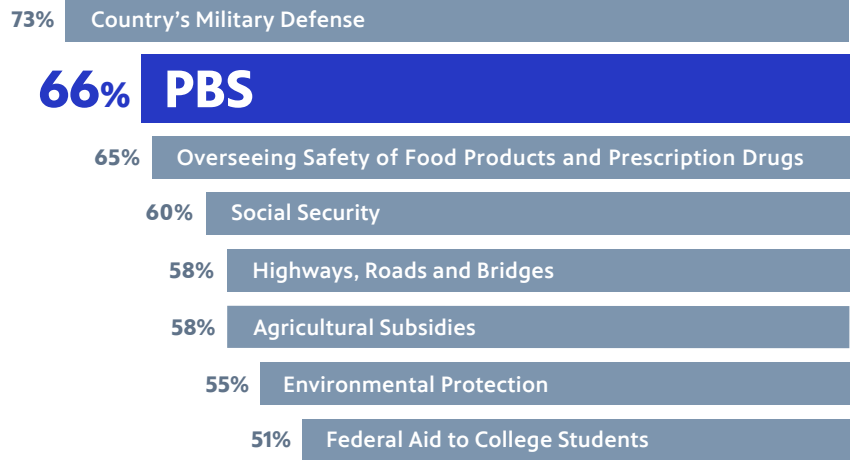
PBS NEWS HOUR

PBS is the **most trusted** news and public affairs network.

## Americans rate PBS highly in terms of value for tax dollars.

**87%** agree
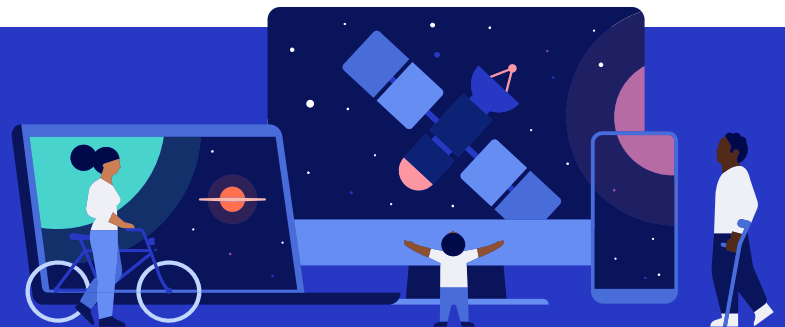PBS stations provide an **excellent value** to communities.

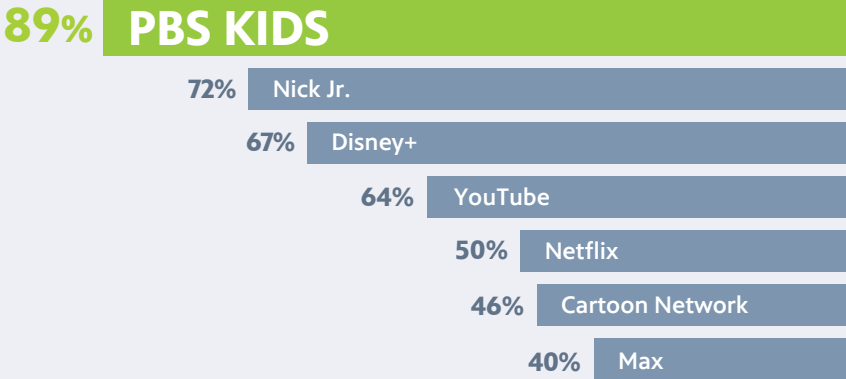| | |
|---|---|
| 73% | Country's Military Defense |
| **66%** | **PBS** |
| 65% | Overseeing Safety of Food Products and Prescription Drugs |
| 60% | Social Security |
| 58% | Highways, Roads and Bridges |
| 58% | Agricultural Subsidies |
| 55% | Environmental Protection |
| 51% | Federal Aid to College Students |

Graph indicates "excellent" and "good."

**80%** believe PBS features a diverse range of people.

## Parents say PBS KIDS
# Helps prepare children for success in school.

| | |
|---|---|
| 89% | **PBS KIDS** |
| 72% | Nick Jr. |
| 67% | Disney+ |
| 64% | YouTube |
| 50% | Netflix |
| 46% | Cartoon Network |
| 40% | Max |

Graph indicates "agree strongly" and "agree somewhat."

## PBS KIDS named
# Most educational media brand.

| | |
|---|---|
| **PBS KIDS** | **82%** |
| Nick Jr. | 45% |
| Disney+ | 30% |
| YouTube | 19% |
| Cartoon Network | 8% |
| Amazon Prime Video | 6% |
| Netflix | 5% |
| Peacock | 3% |
| Apple TV+ | 3% |
| Max | 1% |

Graph indicates "most educational" and "second most educational."

**PBS KIDS**

# 90%
of parents agree that PBS is a trusted and safe source for children to watch television, and play digital games and mobile apps.

**PBS stations reach more children, and more parents of young children, in low-income homes than any of the children's TV networks.**

(Source: Nielsen NPOWER, 9/19/22 - 9/24/23, L7 MSu6A6A, 50%., 1+min, <$40K, K2-11, A18-49 w/K<6, PBS, children's cable nets.)

**PBS stations reach more Hispanic, Black, Asian American, and American Indian children ages 2-8 than any of the children's TV networks in one year.**

(Source: Nielsen NPOWER, 9/19/22 - 9/24/23, L7 MSu6A6A, 50%., 1+min, PBS, children's cable nets.)

**PBS KIDS averages 15.5 million monthly users and over 345 million monthly streams across digital platforms.**

(Source: Google Analytics, 10/22-9/23, PBS KIDS video & games.)