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 is the most trusted news and public affairs network.

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

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>73%</td>
<td>Country's Military Defense</td>
</tr>
<tr>
<td>66%</td>
<td>PBS</td>
</tr>
<tr>
<td>65%</td>
<td>Overseeing Safety of Food Products and Prescription Drugs</td>
</tr>
<tr>
<td>60%</td>
<td>Social Security</td>
</tr>
<tr>
<td>58%</td>
<td>Highways, Roads and Bridges</td>
</tr>
<tr>
<td>58%</td>
<td>Agricultural Subsidies</td>
</tr>
<tr>
<td>55%</td>
<td>Environmental Protection</td>
</tr>
<tr>
<td>51%</td>
<td>Federal Aid to College Students</td>
</tr>
</tbody>
</table>

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%

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.

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.

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

This survey was developed by PBS and conducted online within the United States by Proof Insights (formerly M&RR) fielded 31 questions during the window of January 4-15, 2024. The survey was conducted among a sample of 1,019 adults ages 18+, 498 men, 517 women, and 4 respondents preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.