

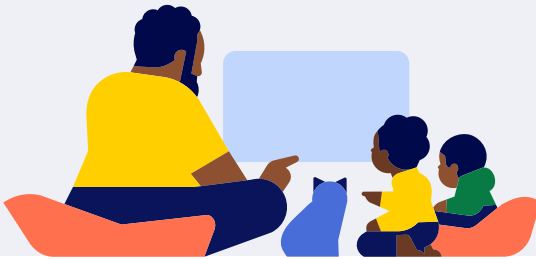
For 22 years,
PBS is #1 in public trust.



of Americans say it is important for the country to have a strong public television system.

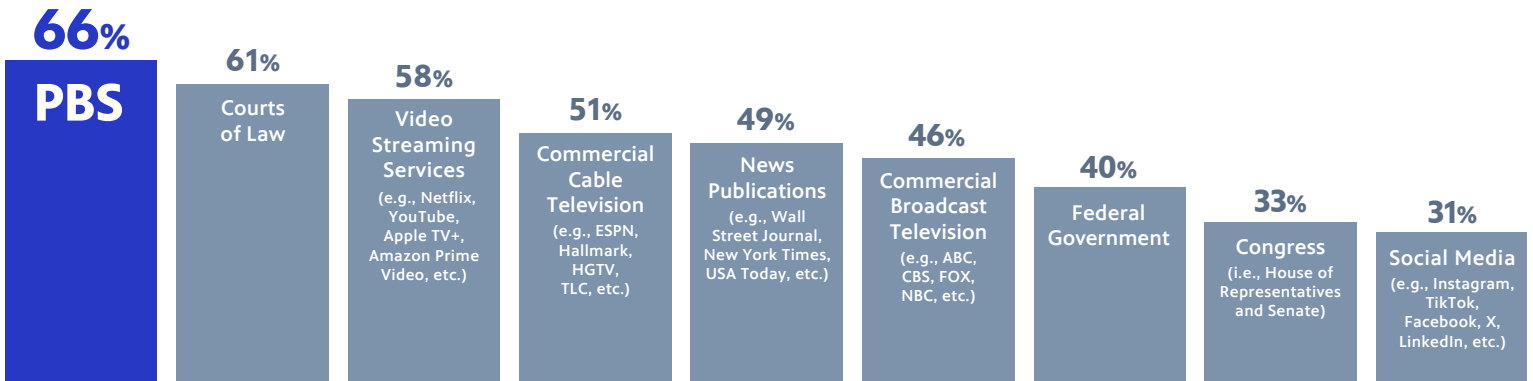


of Americans say PBS has an important role in providing emergency alerts to the public.

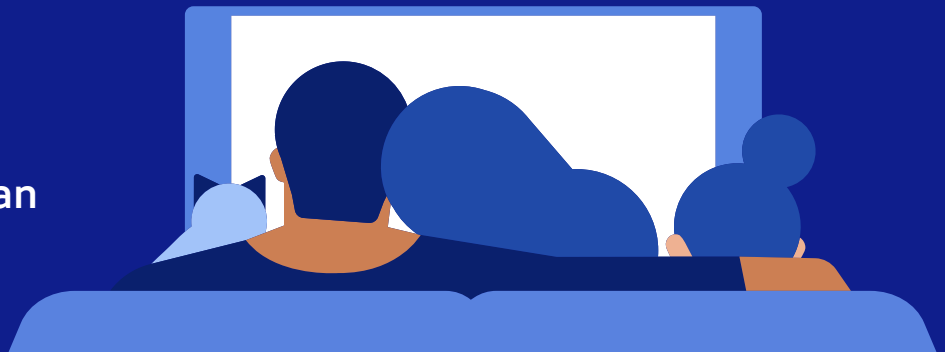


PBS is the **most trusted** news and public affairs network.

Americans say
PBS is the most trusted institution.

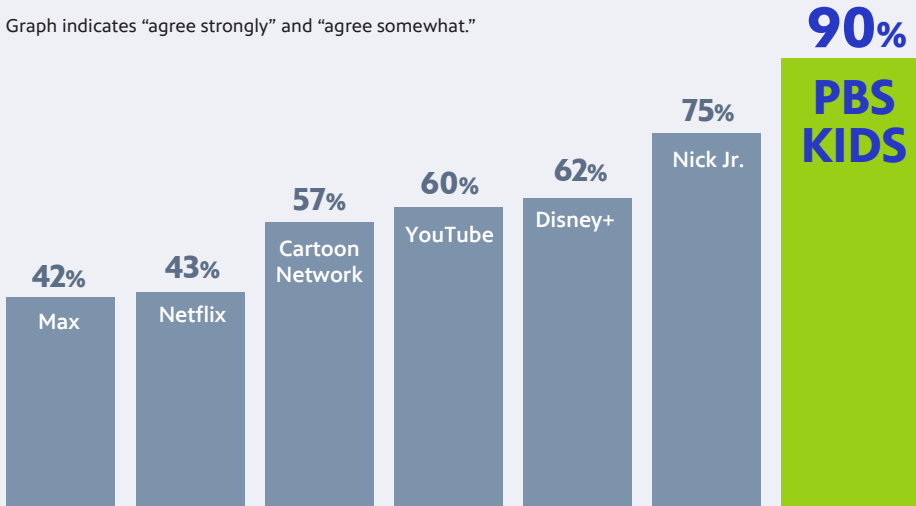


76% agree PBS stations provide an excellent value to communities.



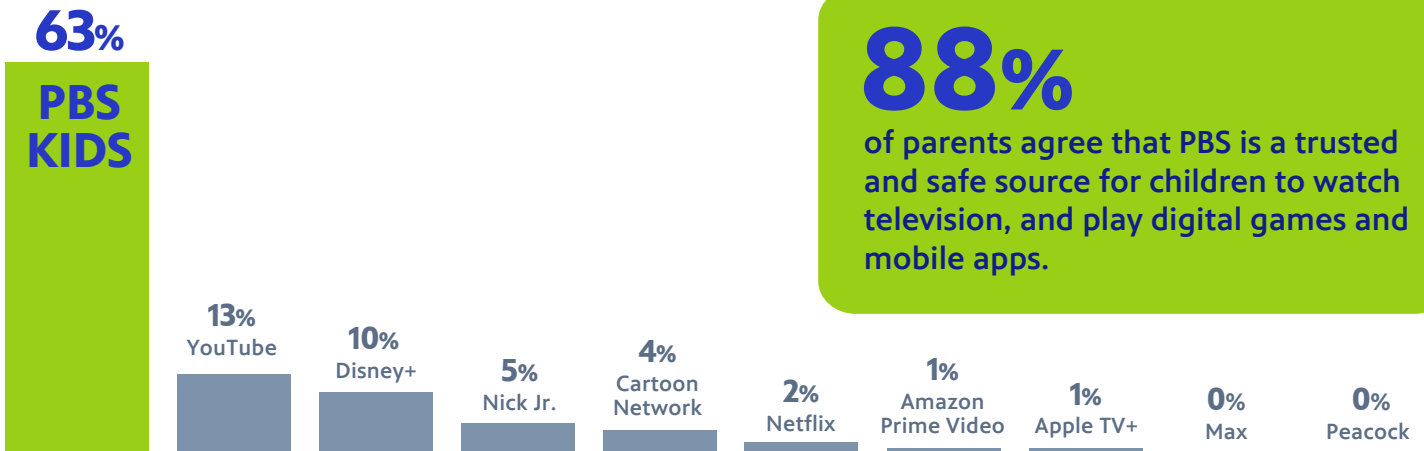
Parents say PBS KIDS helps prepare children for success in school.

Graph indicates “agree strongly” and “agree somewhat.”



PBS KIDS named most educational media brand.

Graph indicates “most educational.”



88% 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 in low-income homes than any of the children’s cable TV networks in one year.

(Source: Nielsen NPOWER, L+7, 9/25/23 - 9/29/24, M-Su 6A-6A Reach (000), PBS stations, select children’s cable networks, K 2-11, H Inc<\$40K, 50% unif., 1+ min.)

PBS KIDS averages 16 million monthly users and over 350 million monthly streams across digital platforms.

(Source: Google Analytics, Jan - Dec 2024, pbskids.org, PBS KIDS mobile, CTV, and games app.)

