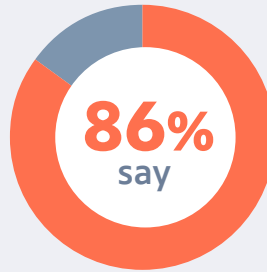


For 21 years,
PBS is #1 in public trust.

77%
of Americans say PBS is
**the most
trusted institution.**

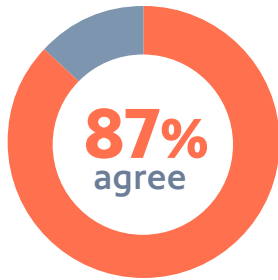


PBS has an important role in providing AMBER alerts, along with other emergency alerts, to the public.

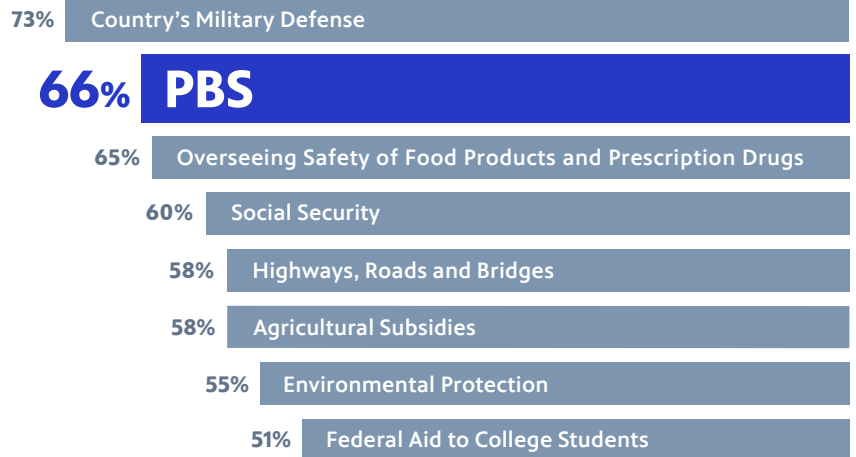


PBS is the
most trusted
news and public
affairs network.

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

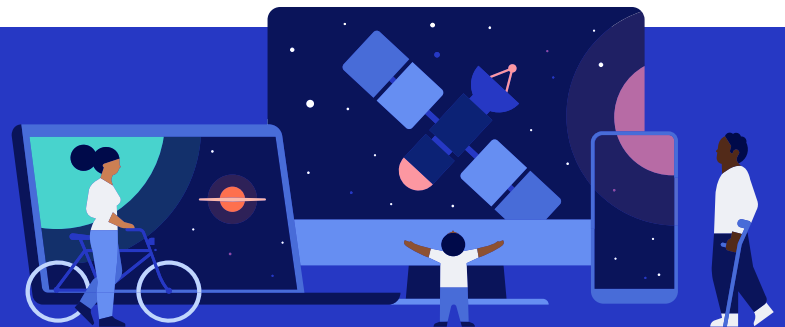


PBS stations
provide an
excellent value
to communities.

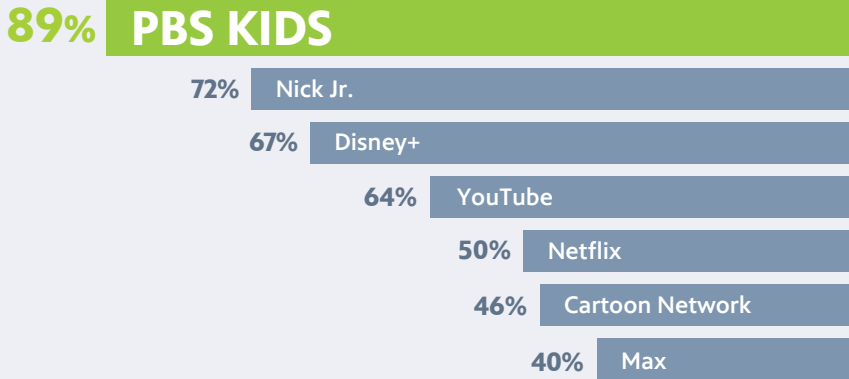


Graph indicates "excellent" and "good."

80%
believe PBS features a
diverse range of people.



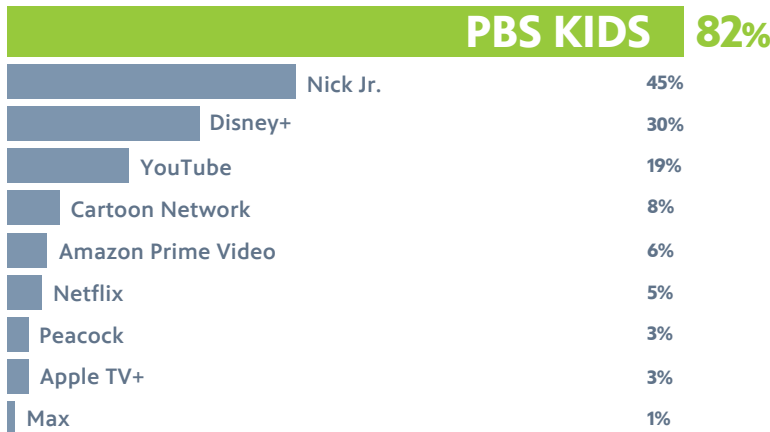
Parents say PBS KIDS
**Helps prepare children
 for success in school.**



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



PBS KIDS named
Most educational media brand.



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

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.)

