PBS TRUSTED. VALUED. ESSENTIAL. 2023

For 20 years, **PBS is #1 in public trust.**





PBS is the most trusted news and public affairs network.

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



73% Country's Military Defense 66% Overseeing Safety of Food Products and Prescription Drugs 64% PBS 60% Social Security 58% Agricultural Subsidies 56% Highways, Roads and Bridges 51% Environmental Protection 51% Federal Aid to College Students Graph indicates "excellent" and "good."

80% believe PBS features a diverse range of people.



This survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR) fielded 27 questions during the window of January 5-16, 2023. The survey was conducted among a sample of 1,022 adults ages 18+, 490 men, 526 women, and 6 respondents preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.

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





Graph indicates "	'agree	strongly"	and	"agree so	omewhat."
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PBS KIDS named Most educational media brand.

		PBS KIDS	83 %	
	Nick Jr.	40%	6	
Disney-	F	30%	6	
YouTube		20%		
Cartoon Network		7%		
Netflix		6%		
Amazon Prime Video		6%		
Peacock		4%		
HBO Max	3%			
Apple TV+	2%			

85%

of parents agree that PBS KIDS is a safe and trusted source for kids to watch television and play digital games and apps.

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

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

(Source: Nielsen NPOWER, 9/20/21 - 9/18/22, L+7 M-Su 6A-6A TP reach, 50% unif, 1+min, K2-11 in HH w/Inc <\$25K, Adults 18-49 w K<6 in HH w/Inc<25K, PBS stations, children's cable networks.) PBS stations reach more Hispanic, Asian American, and American Indian children ages 2-8 than any of the children's TV networks in one year.

(Source: Nielsen NPOWER, 9/20/21 - 9/18/22, L+7 M-Su 6A-6A TP reach, K2-8, 50% unification, 1+ min, K2-8 Hispanic, Asian/Pacific Islander, American Indian/Alaska Native, All PBS Stations, children's cable TV networks.) PBS KIDS averages 15.4 million monthly users and over 371 million monthly streams across PBS digital platforms.

(Source: Google Analytics, Cross Platform Users and Streams, Oct 2021 - Sep 2022, includes pbskids.org, video app on OTT and Mobile, and games app.)

