

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

74%
 of Americans say PBS is
**the most
 trusted institution.**

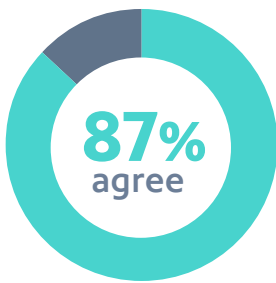


PBS has an important
 role in providing
 AMBER alerts, along
 with other emergency
 alerts, to the public.

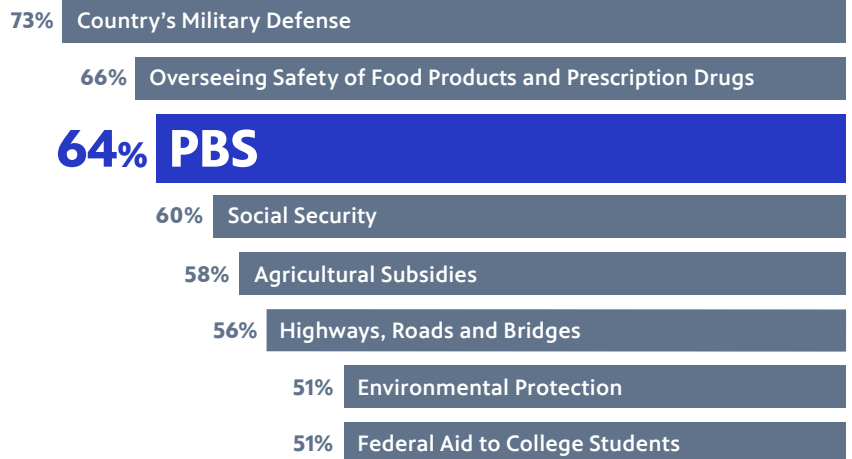


PBS is the
most trusted
 news and public
 affairs network.

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



PBS stations
 provide an
excellent value
 to communities.



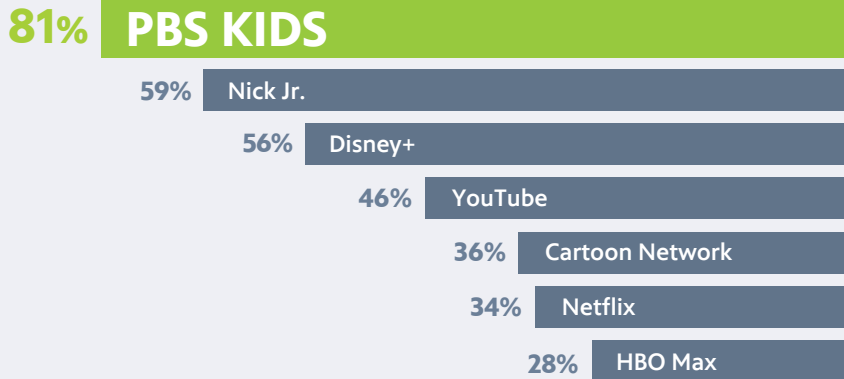
Graph indicates "excellent" and "good."

80%
 believe PBS features a
 diverse range of people.



Parents say PBS KIDS

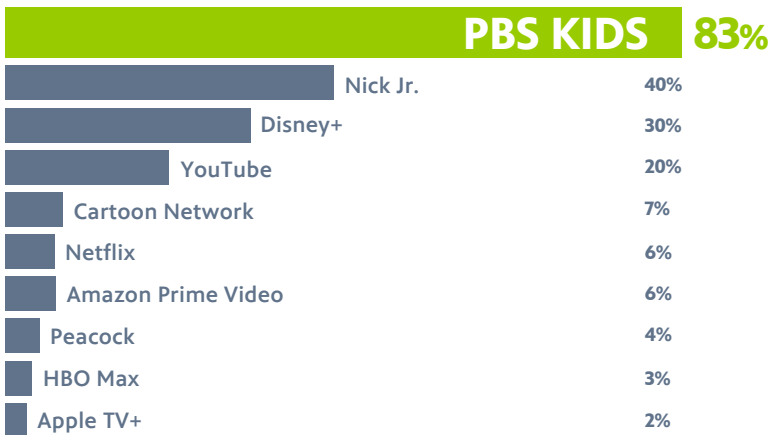
Helps prepare children for success in school.



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



PBS KIDS named Most educational media brand.



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

85% of parents agree that PBS KIDS is a safe and trusted source for kids to watch television and play digital games and apps.

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.)

