

For 23 years,
PBS is #1 in public trust.



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

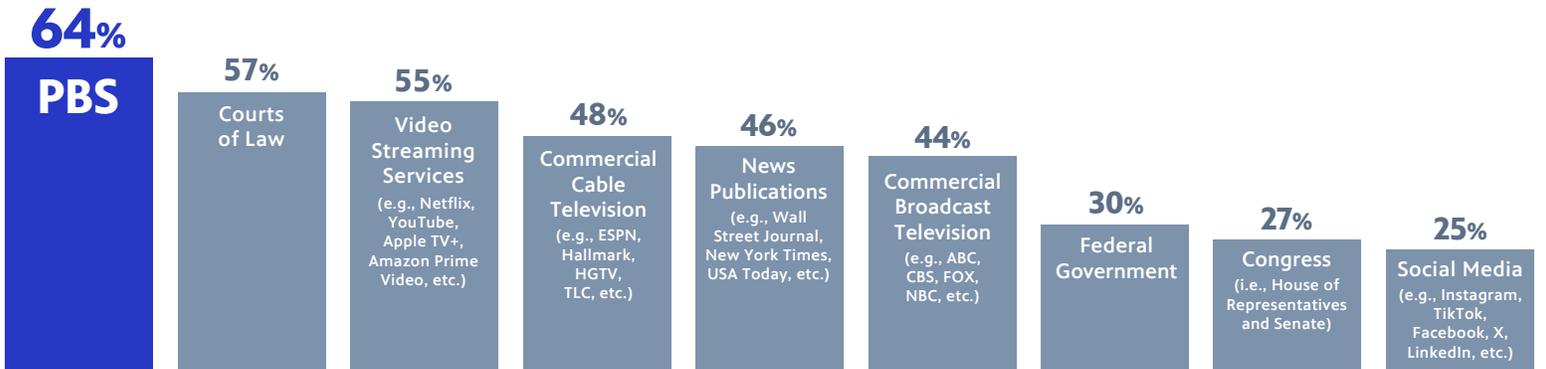


of Americans say PBS has an important role in providing emergency alerts to the public.

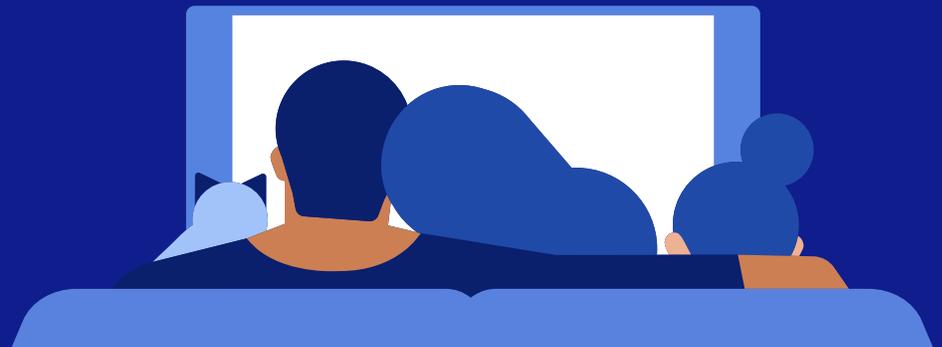


PBS is the **most trusted** news and public affairs network.

Americans say
PBS is the most trusted institution.

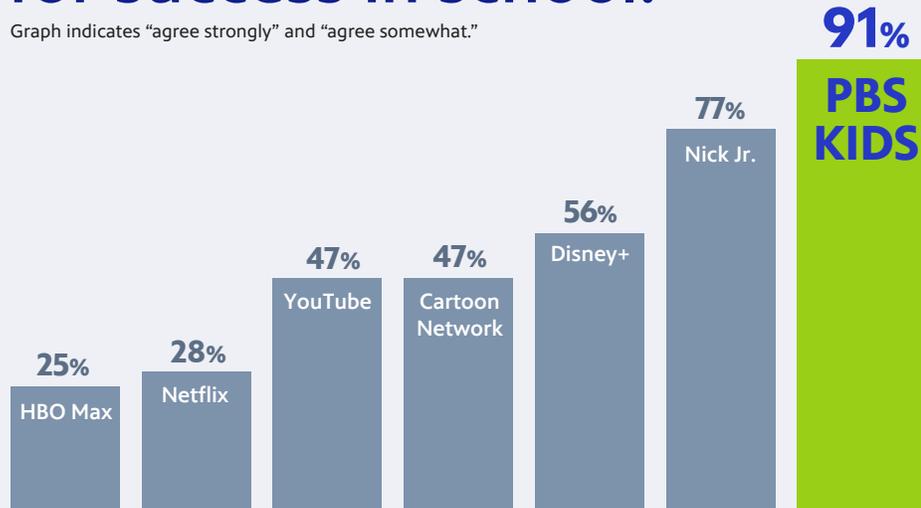


76% agree PBS stations provide an **excellent value** to communities.



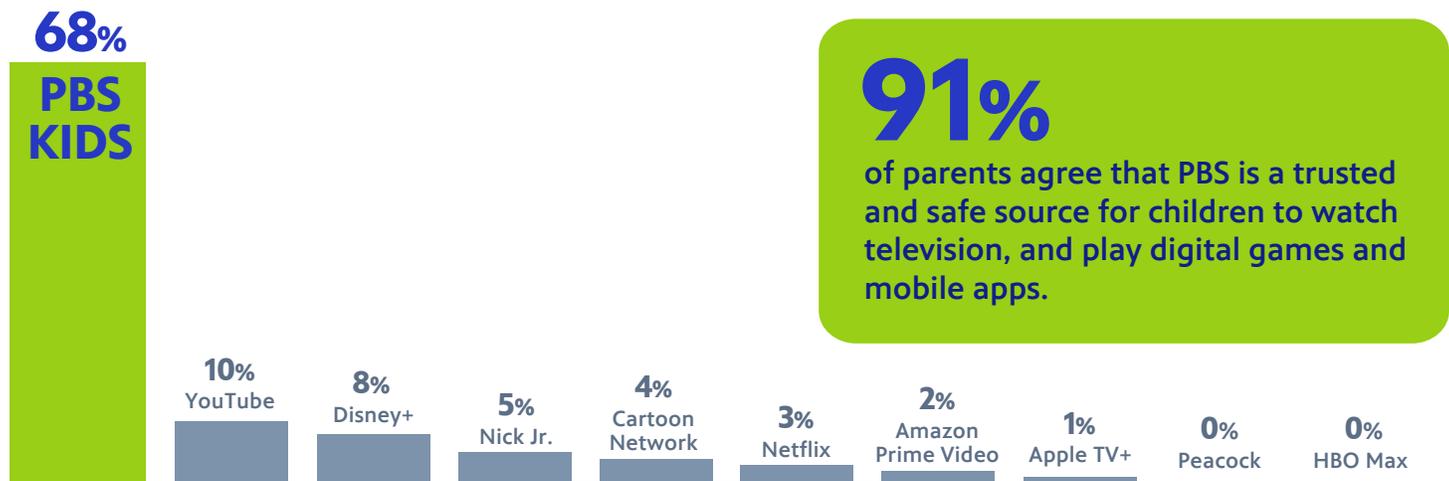
Parents say PBS KIDS helps prepare children for success in school.

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



PBS KIDS named most educational media brand.

Graph indicates "most educational."



91% 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, Analytics Oct '24 - Sept '25, M-Su 6A-6A Reach (000), PBS stations, select children's cable networks, 50% unif, 1+ min.)

PBS KIDS videos average 13 million video users, and over 364 million streams across digital video platforms each month.

(Source: Google Analytics, streams by platform, 10/1/24 - 9/30/25, average monthly streams.)

