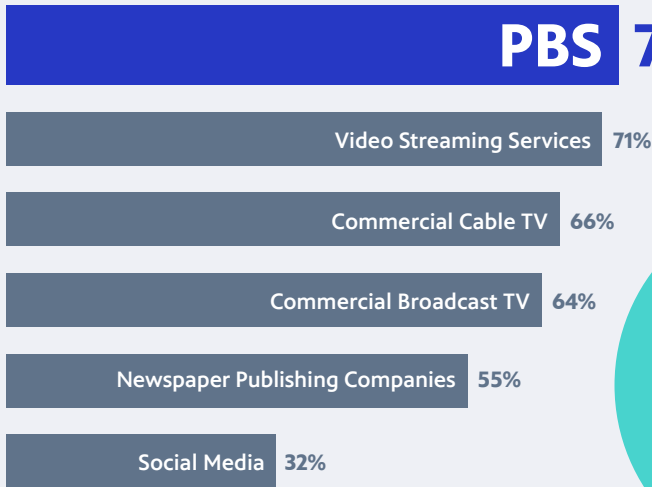


For the 19th year in a row, Americans rank PBS the most-trusted media institution.



A vast majority of respondents said they trust PBS "a great deal" or "somewhat"



PBS ranked most-trusted news and public affairs network.

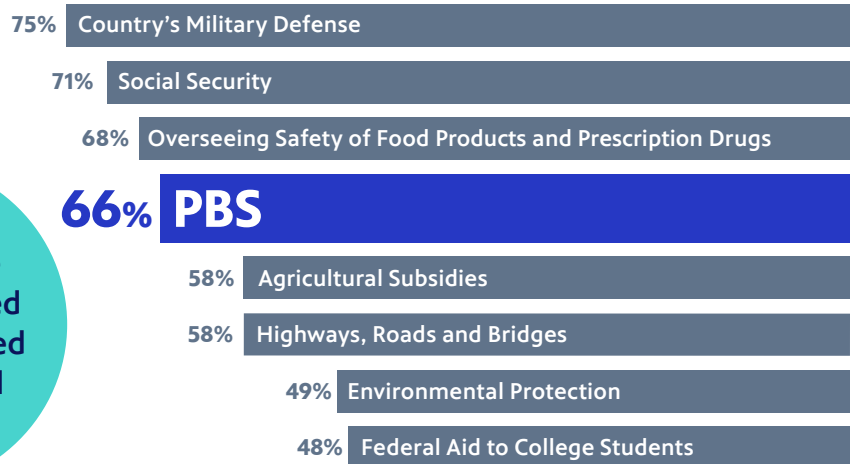
Graph indicates "trust a great deal" and "trust somewhat."

Americans rate PBS highly in terms of value for tax dollars



PBS stations provide an **excellent value** to communities

Rate the value of these taxpayer-funded services provided by the Federal Government.



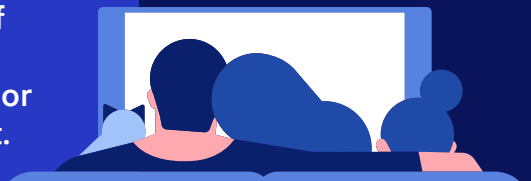
Graph indicates "excellent" and "good."

75%
Believe PBS features a diverse range of people.

74%
Believe PBS content appeals to people of different ethnic backgrounds.

71%
Believe PBS does a good job of representing people of color in its content.

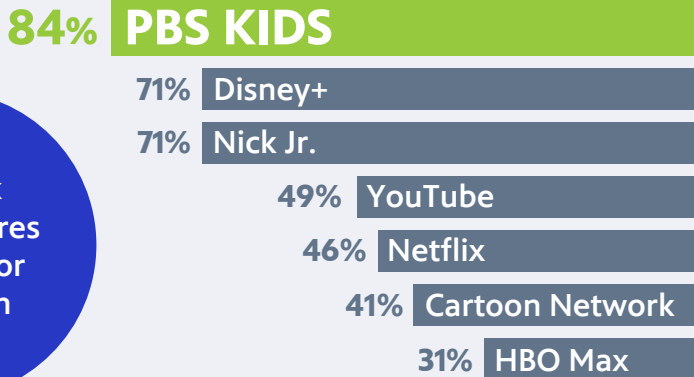
68%
Believe PBS is in touch with today's culture.



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

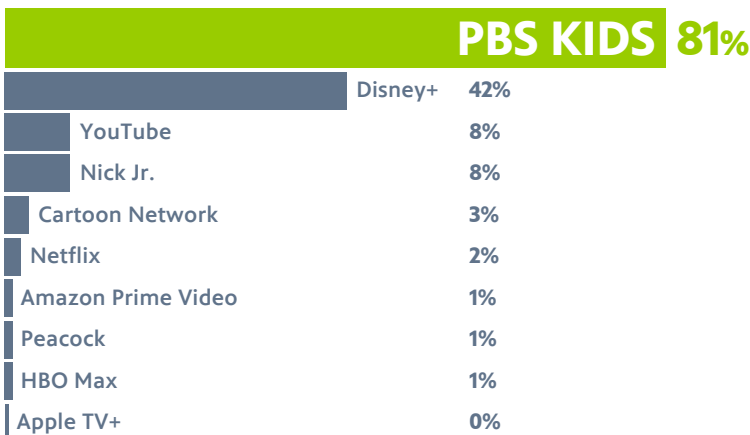


Which network best prepares children for success in school?



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

PBS KIDS named
Most educational media brand.



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

82%
 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, 9/21/2020 - 9/19/2021, L+7 M-Su 6A-6A TP reach, 50% unif., 1+ min., K2-11 in HH w/Inc <\$25K, Adults 18-49 in HH w/Inc <25K, PBS stations, children's cable networks.)

PBS stations reach more Hispanic, Black, and Asian American children ages 2-8 than any of the children's TV networks in one year.

(Source: Nielsen NPOWER, 9/21/2020 - 9/19/2021, L+7 M-Su 6A-6A TP reach, K2-8, 50% unif., 1+ min., K2-8 Hispanic, Black, Asian/Pacific Islander, All PBS Stations, children's cable TV networks.)

PBS KIDS averages 16.3 million monthly users and 407 million monthly streams across PBS digital platforms.

(Source: Google Analytics Oct '20 - Sep '21)

