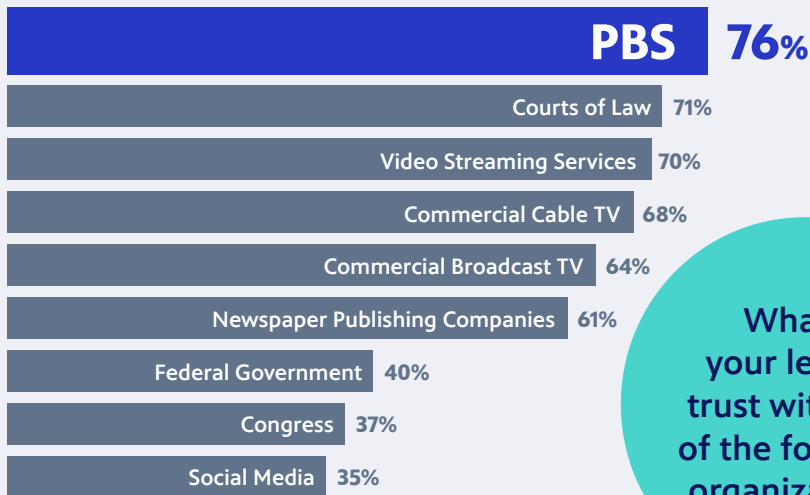




TRUSTED. VALUED. ESSENTIAL.

2021

For 18 years,
PBS is #1 in public trust.



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

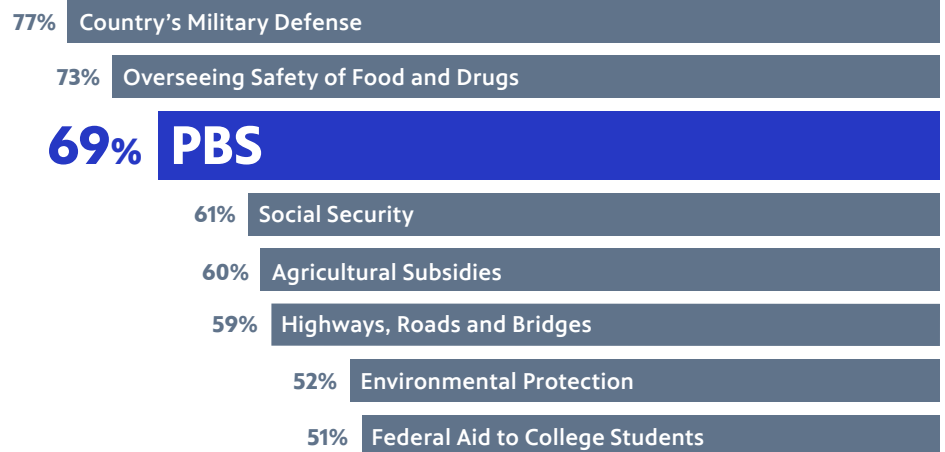
What is
your level of
trust with each
of the following
organizations?



**PBS ranked
most trusted
news and public
affairs network.**

PBS provides high value for tax dollars.

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



Graph indicates "excellent" and "good."

74%

Believe PBS content
appeals to people
of different ethnic
backgrounds.

70%

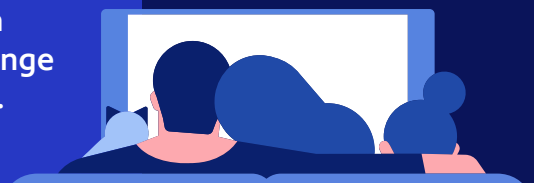
Believe PBS does
a good job of
representing
people of color
in its content.

74%

Believe PBS
features a
diverse range
of people.

71%

Believe PBS
is in touch with
today's culture.



Parents say PBS KIDS

Helps prepare children for success in school.

86% **PBS KIDS**

78% Disney Junior

76% Disney Channel

72% Nick Jr.

72% Universal Kids

66% Nickelodeon

59% Cartoon Network

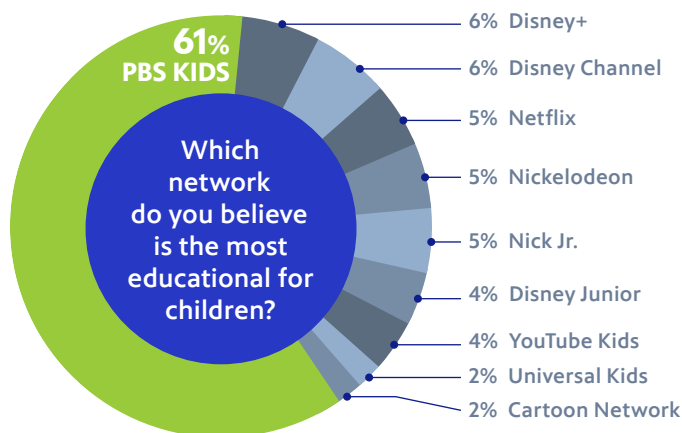
Which network best prepares children for success in school?

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



PBS KIDS rates

Most educational media brand.



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

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

(Source: Nielsen NPOWER, 9/23/2019 - 9/20/2020, L+7 M-Su 6A-6A TP reach, 50% unif., 1+min., K2-11 in HH w/Inc <\$25K, LOH18-49 in HH w/Inc<25K, PBS stations, children's cable networks.)

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

(Source: Nielsen NPOWER, 9/23/2019 - 9/20/2020, L+7 M-Su 6A-6A TP reach, K2-8, 50% unif., 1+min., K2-8 Hispanic, Black, Asian/Pacific Islander, American/Alaskan Native. All PBS Stations, children's cable TV networks.)

PBS KIDS averages 13.6 million monthly users and 359 million monthly streams across PBS digital platforms.

(Source: Google Analytics Oct '19 - Sep '20)

