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".

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

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

75% Country's Military Defense
71% Social Security
68% Overseeing Safety of Food Products and Prescription Drugs
66% PBS
58% Agricultural Subsidies
58% Highways, Roads and Bridges
49% Environmental Protection
48% Federal Aid to College Students

86% agree
PBS stations provide an excellent value to communities.

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.

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 7-19, 2022. The survey was conducted among a sample of 1,108 adults ages 18+, 535 men, 572 women, and 1 respondent preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.
Parents say PBS KIDS Helps prepare children for success in school.

Which network best prepares children for success in school?

- **PBS KIDS**: 84%
- Disney+: 71%
- Disney Jr.: 71%
- YouTube: 49%
- Netflix: 46%
- Cartoon Network: 41%
- HBO Max: 31%

Graph indicates “agree strongly” and “agree somewhat.”

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

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

PBS KIDS named Most educational media brand.

- **PBS KIDS**: 81%
- YouTube: 42%
- Nick Jr.: 8%
- Cartoon Network: 8%
- Netflix: 2%
- Amazon Prime Video: 1%
- Peacock: 1%
- HBO Max: 1%
- Apple TV+: 0%

Graph indicates “most educational” and “second most educational.”

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

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