



PBS KIDS “SUPER POWER(FUL)” PROOF (Updated: February 2017)

The following is an internal cheat sheet of PBS KIDS impact statements and compelling research designed to help you reinforce the value of your local PBS KIDS and educational services to local community partners, audiences and funders. The research is organized by the following education issues and/or marketing objectives:

- [Reaching Parents, Moms and All Families](#): pages 3-9
- [School Readiness](#): pages 10-16
- [Literacy](#): pages 17-18
- [Bilingual](#): page 19-20
- [Math and Science](#): pages 21-23
- [Social-Emotional Health and Wellness](#): page 24-25

For quick reference, here is a topline list of the core research sources mentioned throughout this cheat sheet:

- **CARAVAN ORC International, 2015**: image and brand trust, safe haven
- **Children’s Media Lab, Annenberg School for Communication, 2010**: digital, low-income, literacy
- **comScore PlanMetrix and comScore Video Metrix**: digital audience make-up
- **Education Development Center, Inc. and SRI International, 2009**: Raising Readers, literacy
- **Education Development Center, Inc. and SRI International: PEG+CAT Small Content Study, 2015**: achievement gap, math, social emotional preparedness
- **“G” is for “Growing”**: **Thirty years of research on SESAME STREET**: literacy, math, science
- **Google Analytics**: digital audience reach & engagement
- **Joan Ganz Cooney Center, 2010**: literacy
- **Nielsen NPower**: broadcast audience reach & make-up, clutter
- **ORC Parent Caravan, 2014**: parents perceptions of PBS KIDS and PBS KIDS partners/funders
- **School Readiness Survey, SmartyPants Research LLC, 2014**: school readiness, positive behavior, parents, low-income, diversity
- **Sid the Science Kid Season 1 Outreach Evaluation, Goodman Research Group, 2010**: science
- **WestEd study: PBS KIDS Mathematics Transmedia Suites in Preschool Homes, 2012**: math, digital, low-income

- **WestEd study: PBS KIDS Mathematics Transmedia Suites in Preschool Families and Communities, 2013:** math, achievement gap, parents, low-income
- **WestEd study: Odd Squad Learning Math with PBS KIDS Transmedia Content at School and at Home, 2015:** math, digital, low-income, parents
- **WestEd study: Learning with PBS KIDS: A Study of Family Engagement and Early Mathematics Achievement, 2015:** achievement gap, math, parents, low-income
- **WestEd study: Learning Math with Curious George- PBS KIDS Transmedia and Digital Learning Games in the Preschool Classroom, 2015:** math, social emotional preparedness
- **EDC-SRI International: Supporting Parent-Child Experiences with PEG+CAT Early Math Concepts, 2015:** Report to the CPB-PBS Ready To Learn Initiative November 2015: achievement gap, math, parents, family engagement
- **Survey Sampling International (SSI), January 2016:** Image and brand trust
- **Texas Tech University: Watching Right TV Shows Can Help Kids Develop Social Skills, 2016:** school readiness, social emotional skills
- **PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017:** Image and brand trust



PBS KIDS “Super Power(ful)” Proof: Reaching Parents, Moms and All Families

Issues	PBS KIDS Is An Effective Partner in Reaching Parents, Moms and All Families
<p>Audience: partner wants to reach parents</p>	<p><u>Co-Viewing TV Audience:</u></p> <ul style="list-style-type: none"> ● Parents watch PBS KIDS with their kids <ul style="list-style-type: none"> ○ 70% of the audiences reached by PBS KIDS programming are adults ○ 32% of adults reached by PBS KIDS are women aged 18-49 <p>(Source: Nielsen NPOWER, R&F PBS KIDS multi-weekly children’s programs GAA Proj (000), 4Q ‘16, Moms = LOH18-49 w/C<6)</p> <ul style="list-style-type: none"> ● PBS KIDS is among most popular children’s co-viewing destinations <ul style="list-style-type: none"> ○ 44% of kids age 2-5 watch PBS with their parents -- more than other kids networks. Compare to Disney (42%), Disney Jr. (38%), Nickelodeon (37%) ○ Close to 43% of K2-11, K2-8 and K2-5 co-view PBS with adults 18-49, and is the top network for kids of all ages viewing with their moms (F18-49 w K<6 and LOH 18-49 w K<6) ○ 50% of parents co-view PBS with their children age 2-11* <p>(Source: Nielsen NPOWER, 4Q ‘16, Co-view Share%, Parents = A18-49 in HH w/C<6, PBS multi-weekly children’s programs; Cable nets in M-F 7A-6P daypart. *HH w K<12)</p> <ul style="list-style-type: none"> ● Many moms watch PBS KIDS programs with their young children <p>Two-thirds of moms watching PBS KIDS watch with their children</p> <ul style="list-style-type: none"> ○ 54% co-view <i>Daniel Tiger’s Neighborhood</i> ○ 61% co-view <i>Wild Kratts</i> ○ 59% co-view <i>Curious George</i> ○ 61% co-view <i>SUPER WHY!</i> ○ 53% co-view <i>Dinosaur Train</i> ○ 52% co-view <i>Sesame Street</i> <p>(Source: Nielsen NPOWER, 4Q ‘16, Co-view Share%, Moms = LOH18-49 w/C<6, K2-5.)</p> <p><u>Broad, Engaged Online Audience:</u></p> <ul style="list-style-type: none"> ● PBS KIDS mobile apps have broad reach and adoption: more than 6.3 million unique viewers engaged in multi-platform viewing in December 2016 <p>(Source: comScore Multiplatform reporting 12/16)</p>



- In 2016, more minutes were spent viewing video on pbskids.org than any other kids site
(Source: comScore, VideoMetrix, January-December 2016)
- Each month, nearly 11 million people visit pbskids.org
(Source: Google Analytics, January-December 2016)

Audience: partner wants to reach moms specifically

Moms are powerful consumers who are leading the mobile charge

- 72% of women earn 50% to 100% of the family household income
(Source: iVillage 'Take Charge of Your Career Week' Survey, 2013)
- Women are responsible for 85% of all consumer purchases
(Source: [Media Post, 2012](#))
- Moms represent a \$2.4 trillion market
(Source: [Media Post, 2012](#))
- Moms mention brands an average of 73 times per week compared with just 57 times per week among males; mom bloggers will only write about products or brands whose reputations they approve of
(Source: [Media Post, 2012](#))
- Moms are dissatisfied with mainstream advertising: 73% think marketers don't understand what it's like to be a mom; 60% feel advertisers are ignoring their needs
(Source: [MRMoms](#))
- 83% of Moms have a smartphone and 56% own a tablet
(Source: BlogHer eMoms Survey, 2012)
- Moms may soon be the first demographic group to use the mobile phone or tablet more often than the computer to access social networks
(Source: eMarketer, The Mobile-Social Mom, 2012)
- Moms are 45% more likely than other women to say they have made a purchase as a result of a



recommendation via a social networking site (42% vs. 29%)
(Source: [Performics](#) 2012)

PBS KIDS reaches more moms on-air than other children’s TV sources

- Annually 63% of moms 18-49 with kids under three tune to PBS stations weekdays - more than tune to Disney (60%), Nick (57%), Nick Jr. (38%), or Disney Jr. (43%)
- Annually, 59% of moms 18-49 with kids under six tune to PBS weekdays – more than Disney (56%), Nick (56%), Nick Jr. (37%), or Disney Jr. (43%)

(Source: Nielsen NPOWER, NTI 15-16 season reach, M-F 7A-6P, 50% uni., 6+min. qual. W18-49 w/C<3, W18-49 w/C<6.)

PBS KIDS is a leader with kids and moms:

- 69% of all kids age 2-8 watch PBS KIDS
- 72% of all kids age 2-5 watch PBS KIDS
- In one season, PBS stations reach more kids 2-5, and moms of young children than any kids cable network

(Source: Nielsen NPOWER, L+7, NTI 15-16 Season, M-Su 6A-6A reach, PBS stations, Disney, Disney Jr., DXD, Nick, Nick Jr., Nick Toons, Sprout, and TOON, K2-5, K2-8, W18-49 w/C<6.)

PBS KIDS meets moms where they are online

- PBS KIDS has over 40 mobile apps, which cover curricular areas ranging from literacy, to science, and math, helping moms prepare their kids for success in school and in life
- From *Downton Abbey* to *Martha Stewart’s Cooking School*, PBS’ popular video app offers PBS video for Mom on her iPhone and iPad
- PBS engages moms across social networks they are likely to follow – Facebook, Pinterest, Instagram, YouTube, Twitter, Google+, Tumblr—and PBS.org and pbsparents.org are optimized for mobile devices

(Source: PBS)

Moms trust PBS KIDS (see [Image proof](#) below)

Audience: partner wants to reach diverse families; partner wants to reach all families

PBS KIDS reaches all kids, all families

- PBS KIDS reaches more than 7 out of 10 kids ages 2-5 (and more than any other children’s television network).



(Source: Nielsen NPOWER, NTI 15-16 season reach, M-Su 6A-6A time period, 50% uni., 6+min. qual.)

- PBS KIDS attracts a higher proportion of viewers from African-American, Hispanic and low-income homes compared to their representation in the US population

(Source: Nielsen NPOWER L+7, 9/19/16-12/25/16, PBS Child Multi-weekly Program Reach, HH AA(000) vs. UE. HOH Black, HOH Hispanic, HH Inc <\$40K.)

- PBS KIDS is available in 95% of U.S. Households, giving kids access to what may be their only source of educational TV

(Source: Nielsen TV Universe Estimate, 2017)

- pbskids.org attracts a higher proportion of web users of Asian and African-American descent compared to their representation in the average U.S. web audience

(Source: comScore PlanMetrix, May 2016)

Diverse families value PBS KIDS

- African-American and Hispanic parents are even more likely to recognize the benefits of PBS KIDS compared to other parents. These parents turn to networks – and PBS KIDS, in particular – for school readiness help
- 74% of African-American parents and 74% of Hispanic parents say PBS KIDS helps prepare kids for school
- 74% of African-American parents and 71% of Hispanic parents say PBS KIDS has a positive impact on children’s behavior
- Low-income parents say PBS KIDS is the best use of family screen time, against a competitive set
- Low-income parents rank PBS KIDS as the media brand that helps prepare kids best for school
- Parents state their children exhibit the most positive behavior after watching PBS KIDS; this is especially true among low-income, African-American and Hispanic parents

(Source: PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017)

Image: partner wants to:

- build positive brand image among parents
- build a positive association with issues important to parents and society

Image: Parents trust, value and are loyal to PBS KIDS. They rely on PBS to address issues important to them and their children, and consider PBS KIDS a vital resource in preparing kids for school

- **Parents see PBS KIDS as a valued community resource:** 85% of moms, 82% of parents agree that PBS KIDS has a positive influence in their community
- **Moms trust PBS KIDS on topics they consider important:** the vast majority of moms trust PBS



KIDS to provide programming and services on the following topics to children and families: literacy (84%), science & math (83%), imagination & creativity (82%), healthy lifestyles (77%), social & emotional skills (77%)

- **More than ½ of parents say they pay attention** to the sponsor messages on PBS KIDS
- **Parents hold companies that support PBS KIDS in high regard:**
 - 80% of moms agree that companies that support PBS KIDS programs and services are trustworthy and exceptional
 - 92% of moms and 87% of parents appreciate companies that provide support for PBS KIDS programs and services on topics like literacy, health and early education

(Source: ORC Parent Caravan, April 2014)

- **High satisfaction and importance of PBS KIDS programming**
 - 81% of adults agree that PBS helps all children realize their potential, compared to cable (52%) and commercial (46%)

(Source: Caravan ORC International, January 2015)

PBS is safe:

- 89% of adults agree PBS is a trusted safe place for children to watch television compared to cable (54%) and commercial (54%)
- 84% of adults agree PBS is a trusted safe place for children to visit online, compared to cable (53%) and commercial (49%)

(Source: Caravan ORC International, January 2015)

PBS is an innovative leader:

- 86% of Americans surveyed agree that PBS is the leading innovator in educational media compared to Disney Jr. (70%), Disney (67%), Nick Jr. (61%), Nickelodeon (60%)
- 89% of adults agree that PBS helps prepare children for success in school and life, compared to Disney Jr. (68%), Nick Jr. (65%), Disney (64%), Nickelodeon (57%)

(Source: Survey Sampling International (SSI), January 2016)

PBS is the undisputed leader in children's programming: 80% of Americans surveyed agree that PBS is the undisputed leader in children's programming, compared to Disney (65%), Disney Jr. (61%), Nick Jr. (56%), and Nickelodeon (53%)

(Source: Survey Sampling International (SSI), January 2016)



PBS is the #1 educational media brand: 40% adults think PBS KIDS is the most educational TV media brand/company for children, compared to Disney (8%), Sprout (8%), Nickelodeon (6%), Disney Jr. (5%), Nick Jr. (4%), Cartoon Network (1%)

(Source: Survey Sampling International (SSI), January 2016)

Parents rely on PBS KIDS for school readiness

- No other media brand meets the readiness needs of kids in the U.S. like PBS KIDS. The majority of parents surveyed (81%) rank PBS KIDS as the kids' media brand that helps prepare kids best for school, compared to Sprout (70%), Disney Jr. (64%), Nick Jr. (59%), Disney Channel (45%), Nickelodeon (34%) and Cartoon Network (19%)
- 97% of parents trust PBS KIDS, and 75% of parents say they trust PBS KIDS a great deal, compared to Disney Jr. (60%), Sprout (52%), Nick Jr. (49%), Disney Channel (40%), Nickelodeon (24%), Cartoon Network (15%)

(Source: PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017)

Bottom line: partner wants to increase customer base, build loyalty and drive sales

Bottom line: Sponsors and partners benefit from parents' support and appreciation of PBS KIDS. Messages stand out in an uncluttered environment.

- All things being equal 78% of parents and 82% of moms would choose to purchase a product or service that supports PBS KIDS programs and services

(Source: ORC Parent Caravan, April 2014)

- Parents are more than 50% more likely to have purchased a product or service because they knew they supported their local PTV station than those they knew advertised on for-profit channels like Disney, Disney Jr., Nick and Nick Jr.

(Source: ORC Parent Caravan, April 2014)

- All things being equal, 67% moms, 65% parents would choose to purchase a product from a company or service because they appreciated the company's involvement in the community

(Source: ORC Parent Caravan, April 2014)

- Along with documentaries, PBS' children's programming is the #1 reason Americans cite for choosing to support and watch PBS

(Source: Harris Interactive QuickQuery, January 2012)



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| | <ul style="list-style-type: none">• With no more than 3.25 minutes of sponsorship messages per program, PBS has less than ½ the clutter of commercial television
(<i>Source: NTI NPower Live +7 Commercial Minute Program AAs for Daytime (7am - 6pm) and PBS underwriting policy guidelines</i>) |
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PBS KIDS “Super Power(ful)” Proof: School Readiness

Issues	PBS KIDS Is Making A Difference
Achievement Gap	
<p>Low-Income Families are at Greater Risk for Summer Learning Loss</p> <ul style="list-style-type: none"> • More than half of the achievement gap between lower- and higher-income youth can be explained by unequal access to summer learning opportunities. As a result, low-income youth are less likely to graduate from high school or enter college • Low-income families lack options in the summer. They are more likely to be headed by a single parent, and increasingly stretched for time and resources • During summer months, disadvantaged children tread water at best and fall behind, while better-off children can steadily build skills <p>(Source: National Summer Learning Association, 2016)</p>	<p>PBS KIDS Has The Greatest Benefit to Those Most in Need:</p> <ul style="list-style-type: none"> • Lower-income families (HH income <\$40K) report that they watch TV together as a family activity (92%) and say PBS KIDS is the best use of family screen time (36%), compared to Disney Jr. (24%), Nick Jr. (13%), Sprout (13%), Disney Channel (7%), Nickelodeon (3%) and Cartoon Network (2%) (Source: PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017) • Lower-income parents are even more likely than other parent to trust PBS KIDS as a media brand (Source: PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017) • The mathematical knowledge of children from low-income families rose to the pre-test level of children from higher-income families after engaging with PBS KIDS content (Source: Learning with PBS KIDS: A Study of Family Engagement and Early Mathematics Achievement, 2015 WestEd Study) • Researchers found that preschool children from low-income families who watched <i>Peg+Cat</i> episodes and played the <i>Peg+Cat</i> games with minimal supervision improved their math knowledge and skills (Source: <i>Peg+Cat</i> Small content Study, Education Development Center and SRI International, 2015) • Parents rank PBS KIDS #1 as a trusted and safe place for children to watch television, with low income parents indicating they trust PBS KIDS “a great deal” the most, against a competitive set (Source: PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017)



PBS KIDS is available in 95% of US households, giving kids access to what may be their only source of educational TV (Source: Nielsen TV Universe Estimate, 2016):

- PBS KIDS attracts a higher proportion of viewers from African-American, Hispanic and low-income homes compared to their representation in the U.S. population

(Source: Nielsen NPOWER L+7, 9/19/16-12/25/16, PBS Child Multi-weekly Program Reach, HH AA(000) vs. UE. HOH Black, HOH Hispanic, HH Inc <\$40K.)

- Use of PBS KIDS content and games by low-income parents and their preschool children boosts math learning and helps prepare for kindergarten

(Source: PBS KIDS Mathematics Transmedia Suites in Preschool Homes: A Report to the CPB-PBS Ready To Learn Initiative, 2012 WestEd study)

- PBS KIDS math resources developed through RTL increased math knowledge significantly for children from both low-income and higher-income families, with test scores of children from low-income families approaching the pre-test scores of children from higher-income families.

(Source: Learning with PBS KIDS: A Study of Family Engagement and Early Mathematics Achievement, 2015 WestEd Study)

Parents

Parents Fear Their Kids Aren't Ready For School:

- Nearly ½ of parents worry their child won't have the skills necessary for a successful transition to elementary school

(Source: School Readiness Survey, SmartyPants Research LLC for PBS KIDS. January 2014)

- Parents ranked social and emotional skills to be the most important skills to learn before entering kindergarten

(Source: PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017)

Parents Agree PBS KIDS is a Vital Resource in Preparing Kids for School

- No other media brand meets the readiness needs of kids in the U.S. like PBS KIDS. The majority of parents surveyed (86%) rank PBS KIDS as the kids' media brand most likely to offer activities and products that support each individual skill (social, emotional, reading, etc.), as opposed to Disney Jr. (66%), Nick Jr. (70%), Disney Channel (49%), Nickelodeon (40%) and Cartoon Network (22%)
- Across content types, over half of parents who know PBS KIDS are *extremely* likely to use the networks' products and services to help prepare their kids for school
- The majority of parents (66%) trust PBS KIDS to deliver high-quality educational content
- This higher trust of the PBS KIDS brand corresponds to higher use across the board. 60% of parents say they are extremely likely to use PBS KIDS for school



preparedness, compared to Disney Jr. (48%), Nick Jr. (39%), Disney Channel (29%), Nickelodeon (21%), Cartoon Network (11%)

- The majority of parents (81%) surveyed believe that PBS KIDS helps prepare kids for school a lot/somewhat, topping the next closest network by 11 percent
(Source: PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017)

PBS KIDS Has a Partner in Moms

- Both moms & dads love PBS KIDS, but moms are more likely to recognize how the network helps with key skills
- While dads are positive about the brand, moms are even more passionate and rate PBS KIDS higher than dads on numerous key metrics
- Moms are even more likely than dads to trust and rely on PBS KIDS' ability to help prepare their children for school

(Source: School Readiness Survey, SmartyPants Research LLC for PBS KIDS. January 2014)

Americans Trust PBS For School Readiness

- 89% of Americans surveyed agree PBS helps children prepare for success in school and in life, compared to its commercial cable counterparts Disney Jr. (68%), Nick Jr. (65%), Disney (64%), and Nickelodeon (57%)

(Source: Survey Sampling International (SSI), January 2016)

PBS KIDS Resources Increase Parents' Involvement in their Child's Learning

- Researchers found that parents' awareness of their children's mathematics learning and use of supporting learning activities and strategies both increased from resources developed through the Ready To Learn Initiative
- As a result of PBS KIDS resources, parents were more motivated to set time aside daily to do math activities with their children

(Source: Learning with PBS KIDS: A Study of Family Engagement and Early Mathematics Achievement, 2015 WestEd study)

- After using PBS KIDS content, parents' confidence in supporting their children's learning and use of activities and strategies to support learning at home increased



(Source: Supporting Parent-Child Experiences with *Peg+Cat* Early Math Concepts, EDC-SRI International, 2015 WestEd study)

TV and Skills Development

TV Plays A Central Role for Developing Important Skills

- TV shows are the #1 resource parents use to help children develop social skills and emotional skills – the skills parents rate as most important for kids to master before kindergarten

(Source: School Readiness Survey, SmartyPants Research LLC for PBS KIDS. January 2014)

PBS KIDS TV Shows Deliver Results

- Researchers found that children who watched *Sid the Science Kid* demonstrated an understanding of program concepts and correctly identified and used scientific tools and methods

(Source: Season 1 Outreach Evaluation, Goodman Research Group, 2010)

- Children who watched *Sesame Street* in preschool spent more time reading for fun in high school and obtain higher grades in English, Math and Science
(Source: “G” is for “Growing”: Thirty years of research on *Sesame Street*. Mahwah, NJ)

- Children exposed to PBS KIDS content at home outscored a comparison group on a widely-used standardized test that measures knowledge of such math concepts as numbers and counting

(Source: PBS KIDS Mathematics Transmedia Suites in Preschool Homes, WestEd, 2012)

- Test scores of children who interacted with *Odd Squad* content increased 14% from their pre-test average score on measures of knowledge of algebraic thinking and numbers and operations

(Source: Odd Squad Learning Math with PBS KIDS Transmedia Content at School and at Home, WestEd, 2015)

- After only two weeks of interacting with PBS KIDS resources that focused on shapes, the percent of children who recognized basic and advanced shapes increased as follows: Pentagon-17%, Trapezoid-14%, Triangle-13%, Circle-6%

(Source: Learning with PBS KIDS: A Study of Family Engagement and Early Mathematics Achievement, WestEd, 2015)

- PBS KIDS content enhances the early literacy skills of kids such as naming letters, letter sounds and understanding stories and print



(Source: Findings from Ready to Learn 2005-2010, CPB, 2011)

- 90% of Americans believe it is very important for our society to help prepare children for success in school and life, and 90% of adults believe PBS KIDS does well in supporting early childhood education

(Source: CARAVAN ORC International, January 2015 – top 2 box agreement)

- 89% of Americans agree PBS helps prepare children for success in school and in life

(Source: Survey Sampling International (SSI), January 2016)

Social-Emotional Preparedness

Social-Emotional Preparedness Tops Parents' Concerns

- Although all skills are “important to success” to the majority of parents, social-emotional skills out-rank academic skills

(Source: PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017)

Parents Agree PBS KIDS Improves Kids' Behavior

- The majority of parents (66%) agree that engaging with PBS KIDS' activities (like TV shows, website/ computer activities, apps, toys, etc.) positively affects their child's behavior
- Parents report that other networks have a smaller positive impact on behavior, or little impact at all. 66% of parents surveyed say their child exhibits more positive behavior after engaging with PBS KIDS, compared to Disney Jr. (56%), Sprout (55%), Nick Jr. (50%), Disney Channel (36%), Nickelodeon (24%), Cartoon Network (16%)

(Source: PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017)

- Children that interacted with hands-on learning stations with *Curious George* content at school and watched *Curious George* videos at home developed social emotional skills such as listening, respecting others and sharing

(Source: Learning Math with Curious George: PBS KIDS transmedia and Digital Learning Games in the Preschool Classroom, WestEd study, 2015)

- According to research, more than half of the participants' parents reported that interacting with *Peg+Cat* materials positively influenced their children's behavior at home. This included improved vocabulary, counting, talking about shapes, patterns and colors

(Source: *Peg+Cat* Small Content Study, Education Development center and SRI International study, 2015)



- Children who used media content from PBS KIDS' series *Peg+Cat* showed improvement in critical math areas involving ordinal numbers, spatial relationships and 3-D shapes
(Source: Supporting Parent-Child Experiences with *Peg+Cat* Early Math Concepts: Report to the CPB-PBS Ready To Learn Initiative November 2015)
- Children ages 2-6, particularly those among the low-income group, who watched *Daniel Tiger's Neighborhood* and regularly discussed the television content with their parents demonstrated greater empathy, recognized emotions better and felt more confident in social interactions than their peers who didn't watch the show
(Source: Watching Right TV Shows Can Help Kids Develop Social Skills, Texas Tech University, 2016)

Media and Technology Skills

Parents Agree That Media and Technology Enhance School Readiness

- Parents use computer games/activities, websites and apps to prepare children for school
- Specifically, they are most likely to rely on new technology to develop math, reading and writing skills
(Source: School Readiness Survey, SmartyPants Research LLC for PBS KIDS. January 2014)

PBS KIDS Online Games and Apps are Proven to Enhance School Readiness

- Digital learning games based on *Curious George* and *The Cat in the Hat Knows a Lot About That!* can boost preschoolers' math and knowledge skills, making them better prepared for kindergarten
(Source: PBS KIDS Mathematics Transmedia Suites in Preschool Homes, WestEd, 2012)
 - Children ages 3-5 who interacted with *Curious George* games and hands-on learning stations significantly improved their math skills and gained skills relating to numbering, number comparison and informal concepts
(Source: Learning Math with Curious George: PBS KIDS Transmedia and Digital Learning games in the Preschool Classroom, WestEd, 2015)
- PBS KIDS is #1 in Innovation**
- 86% of Americans surveyed agree that PBS is the innovator in children's educational media compared to Disney Jr. (70%), Disney (67%), Nick Jr. (61%) and Nick (60%)
(Source: Survey Sampling International (SSI), January 2016)



PBS KIDS Mobile Apps Have Broad Reach

- All PBS KIDS mobile educational apps combined averaged more than 278 million video streams delivered per month.
(Source: Google Analytics, Jan-Dec 2016)

School Readiness & Other Groups

African-American and Hispanic Parents Are More Likely to View Media as Offering Educational Benefits

- African-American and Hispanic parents are more likely to believe that media (such as TV shows, computer games, or apps) can offer educational benefits to their child than other parents
(Source: PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017)

Emerging Majorities Count on PBS KIDS for School Readiness

- African-American and Hispanic parents rate PBS KIDS as the network that helps prepare their kids best for school, ahead of all other children’s networks.
- 73% of African-American parents & 72% Hispanic parents say PBS KIDS helps prepare kids for school.
- 74% of African-American parents & 71% Hispanic parents (compared to 66% white) say PBS KIDS has an impact on positive child behavior
(Source: PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017)

PBS KIDS Reaches Emerging Majorities

- PBS KIDS attracts a higher proportion of viewers from African-American, Hispanic and low-income homes compared to their representation in the U.S. population
(Source: Nielsen NPOWER L+7, 9/19/16-12/25/16, PBS Child Multi-weekly Program Reach, HH AA(000) vs. UE. HOH Black, HOH Hispanic, HH Inc <\$40K.)
- pbskids.org attracts a higher proportion of web users of Asian, and African-American descent compared to their representation in the average U.S. web audience.
(Source: comScore PlanMetrix, May 2016)



PBS KIDS “Super Power(ful)” Proof: Literacy

Issues	PBS KIDS Is Making A Difference
<ul style="list-style-type: none"> • 88% of adults feel improving literacy is important to American society. The same amount feel it is important for PBS KIDS to focus on reading and literacy (Source: Harris Interactive QuickQuery, January 2012) • Children who have not developed some basic literacy skills by the time they enter school are 3-4 times more likely to drop out in later years (Source: U.S. Department of Education) • 67% of all U.S. fourth graders scored “below proficient,” meaning they are not reading at grade level (Source: Annie E. Casey Foundation) • Children living in poverty enter kindergarten at an especially high disadvantage, particularly in literacy skills (Source: Hart Risley Study) • Nearly half of children are not engaged in organized pre-kindergarten programs, and depend on alternative educational opportunities (Source: US Census Bureau, 2008) • Reading scores among African-American, Hispanic, and American Indian/Alaska Native children lag behind those of White children. (Source: Reading is Fundamental) • Children from low-income families are at greatest risk 	<ul style="list-style-type: none"> • 84% of adults believe PBS KIDS does well in improving literacy (Source: Caravan ORC International, January 2015) • 92% of Americans surveyed agree PBS helps children learn reading, math and social skills, compared to its commercial cable counterparts Disney Jr. (75%), Nick Jr. (67%), Disney (67%), and Nickelodeon (65%). (Source: Survey Sampling International (SSI), January 2016) • Research demonstrates that PBS KIDS content enhances the early literacy skills of kids such as naming letters, letter sounds and understanding stories & print (Source Findings from Ready to Learn 2005-2010, CPB, 2011) • Children who watched <i>Sesame Street</i> in preschool spent more time reading for fun in high school and obtain higher grades in English, Math and Science (Source: “G” is for “Growing”: Thirty years of research on <i>Sesame Street</i>) • Kids ages 3 to 7 who played the <i>Martha Speaks</i> mobile app increased their vocabulary as much as 31%, and found that the program had a positive impact on fluency, vocabulary development, and comprehension. (Source: Joan Ganz Cooney Center, 2010. Full Study). • Children who watched <i>SUPER WHY!</i> scored 46% higher on standardized tests than those who did not watch the show. (Source: Children’s Media Lab, Annenberg School for Communication. Full Study) • Preschoolers from low-income communities who participated in PBS KIDS Raising Readers media-rich curriculum outscored their peers who did not participate in the curriculum on all tested measures of early literacy. (Source: Education Development Center, Inc. and SRI International, 2009)



for reading difficulties
(Source: [Reading is Fundamental](#))

- PBS's literacy-focused teacher and caregiver training curriculum has been effective in changing teacher practices to better serve their students.
(Source: Education Development Center, 2010)
- *SUPER WHY!* Reading Camp participants achieved a 139% gain in word decoding, an 84% gain in word encoding, a 29% gain in reading words, and an 18% increase in determining letter sounds
(Source: Florida Center for Reading Research, 2008. [Full Study](#))
- PBS KIDS programming, [dedicated parents content](#) and [national partnerships](#) with organizations like Reading is Fundamental (RIF) and HarperCollins Children's Books, among others help kids and families explore the world through reading.
(Source: PBS)
- PBS KIDS programming is guided by curriculum skill frameworks based on state Common Core standards (Source: PBS). Selected PBS KIDS shows are built around specific literacy learning goals:
 - [WordGirl Educational Philosophy](#)
 - [SUPER WHY! Educational Philosophy](#)
 - [Sesame Street Educational Philosophy](#)
 - [Martha Speaks Educational Philosophy](#)



PBS KIDS “Super Powerful” Proof: Bilingual

Issues	PBS KIDS is Making A Difference
<p>Achievement gap:</p> <ul style="list-style-type: none"> By 4th grade, African-American and Hispanic students are, on average, nearly three academic years behind their White peers <p>(Source: Reading Is Fundamental)</p> <p>School readiness:</p> <ul style="list-style-type: none"> School readiness is an even bigger concern for Hispanics than other groups. These parents are less able to count on family/friends as a resource and instead turn more to advertising <p>(Source: School Readiness Survey, SmartyPants Research LLC for PBS KIDS. January 2014)</p> <p>Learning a second language at an early age:</p> <ul style="list-style-type: none"> Has a positive effect on intellectual growth Enriches and enhances a child's mental development Leaves students with more flexibility in thinking, greater sensitivity to language, and a better ear for listening Improves a child's understanding of his or her native language Increases job opportunities in many careers <p>(Source: The Center for Applied Linguistics. More.)</p> <p>Changing U.S. demographics reinforce importance of learning Spanish:</p> <ul style="list-style-type: none"> As of July 2011, at 52 million, Hispanics constituted 16.7% of the nation's total population, making people of Hispanic origin the nation's largest ethnic or race 	<p>PBS KIDS reaches and serves all families</p> <ul style="list-style-type: none"> 82% of adults agree that PBS programs do well in informing people of America’s ethnic and cultural diversity <p>(Source: Caravan ORC International, January 2015 – top two box agreement)</p> <ul style="list-style-type: none"> PBS KIDS attracts a higher proportion of viewers from African-American, Hispanic and low-income homes compared to their representation in the U.S. population <p>(Source: Nielsen NPOWER L+7, 9/19/16-12/25/16, PBS Child Multi-weekly Program Reach, HH AA(000) vs. UE, HOH Black, HOH Hispanic, HH Inc <\$40K.)</p> <ul style="list-style-type: none"> PBS KIDS is available in 95% of U.S. households, giving kids access to what may be their only source of educational TV <p>(Source: Nielsen TV Universe Estimate, 2017)</p> <ul style="list-style-type: none"> pbskids.org attracts a higher proportion of web users of Asian and African-American descent compared to their representation in the average U.S. web audience <p>(Source: comScore PlanMetrix, May 2016)</p> <ul style="list-style-type: none"> PBS KIDS programs show children that knowing and learning more than one language can be positive. They also feature people from a variety of cultures who take pride in their traditions, families and native languages, while participating actively in a diverse U.S. neighborhood The national PBS Parents website also offers advice and ideas for parents looking to reinforce and introduce Spanish and/or other foreign languages into everyday activities. See this example PBS apps such as the PBS Parents Play & Learn App include bilingual features



minority

(Source: [United States Census Bureau](#))

- The 2010 census showed a 43% increase from the Hispanic population since the 2000 census

(Source: [United States Census Bureau](#))

- The population speaking a language other than English at home has increased 140% in the past three decades. Spanish speakers accounted for the largest numeric increase — representing a 211% increase since 2007

(Source: [US Census Bureau, 2010](#))

- Over 37 million people age five or older in the United States speak Spanish, with 56% of them also speaking English “well” but 44% of them speaking English “less than well”

(Source: [United States Census Bureau, 2011](#))

- 43% of adults feel it is important for PBS KIDS to focus on Non-English languages

(Source: Harris Interactive QuickQuery, January 2012)

Hispanics Count on PBS KIDS for School Readiness:

- Hispanic parents rate PBS KIDS as the network that helps prepare their kids best for school, ahead of all other children’s networks
- 72% Hispanic parents say PBS KIDS helps prepare kids for school
- 71% Hispanic parents say PBS KIDS has a positive impact on children’s behavior

(Source: PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017)



Issues	PBS KIDS Making a Difference
<p>A Connection Between Learning About The Environment and A Child’s Potential: Most parents believe environmental education will have a positive impact on their children</p> <ul style="list-style-type: none"> • More than 95% of parents support teaching the environment • 84% of parents believe environmental education will help their children perform better in science • 85% believe environmental education will encourage their children to become involved in public service <p>(Source: The National Environmental Education and Training Foundation, 2005.)</p> <ul style="list-style-type: none"> • Educators laud environmental education as an ideal way to integrate classroom curricula and stimulate the academic and social growth of young people <p>(Source: National Environmental Education Foundation)</p> <p>Importance of STEM:</p> <ul style="list-style-type: none"> • 82% of adults feel having and understanding of science and technology is important to American society <p>(Source: Harris Interactive QuickQuery, January 2012)</p> <ul style="list-style-type: none"> • 86% of adults feel it is important for PBS KIDS to focus on science, technology, engineering and math <p>(Source: Harris Interactive QuickQuery, January 2012)</p> <ul style="list-style-type: none"> • 70% of adults feel it is important for PBS KIDS to focus on the environment or sustainability <p>(Source: Harris Interactive QuickQuery, January 2012)</p>	<p>PBS KIDS Making a Difference</p> <ul style="list-style-type: none"> • 90% of adults agree that PBS KIDS does well in supporting early childhood education and 88% agree that PBS programs do well in promoting an understanding of science and technology <p>(Source: Caravan ORC International, January 2015 – Top 2 box agreement)</p> <ul style="list-style-type: none"> • 84% of parents agree that PBS KIDS helps children learn reading, math and essential skills <p>(Source: ORC Parent CARAVAN, April 18-23, 2012)</p> <ul style="list-style-type: none"> • 92% of Americans surveyed agree PBS helps children learn reading, math and social skills, compared to its commercial cable counterparts Disney Jr. (75%), Nick Jr. (67%), Disney (67%), and Nickelodeon (65%) <p>(Source: Survey Sampling International (SSI), January 2016)</p> <ul style="list-style-type: none"> • Use of PBS KIDS content and games by low-income parents and their preschool children boosts math learning and helps prepare for kindergarten <p>(Source: PBS KIDS Mathematics Transmedia Suites in Preschool Homes: A Report to the CPB-PBS Ready To Learn Initiative, WestEd, 2012)</p> <ul style="list-style-type: none"> • Children exposed to PBS KIDS content at home outscored a comparison group on a widely-used standardized test that measures knowledge of such math concepts as numbers and counting <p>(Source: PBS KIDS Mathematics Transmedia Suites in Preschool Homes, WestEd, 2012)</p> <ul style="list-style-type: none"> • Digital learning games based on <i>Curious George</i> and <i>The Cat in the Hat</i> can boost preschoolers’ math and knowledge skills, making them better prepared for kindergarten <p>(Source: PBS KIDS Mathematics Transmedia Suites in Preschool Homes, WestEd, 2012)</p>



A Disconnect When It Comes to Performance in Science and Math:

- American students rank 25th in math and 21st in science compared to students in 30 industrialized countries.
(Source: Organization for Economic Cooperation and Development)

- By the end of 8th grade, U.S. students are two years behind in the math being studied by peer in other countries

(Source: [Broad Foundation](#))

- 60% of 4th graders in the United States are below proficient when it comes to 4th grade math achievement levels. 18% are below basic achievement levels

(Source: [The Annie E. Casey Foundation, National KIDS COUNT Program, 2011](#))

- Researchers found that children who watched *Sid the Science Kid* demonstrated an understanding of program concepts and correctly identified and used scientific tools and methods

(Source: Season 1 Outreach Evaluation, Goodman Research Group, 2010)

- Children who interacted with hands-on learning stations with *Curious George* content at school and watched *Curious George* content at home improved significantly in their math skills. The self directed use of *Curious George* games also led to increased discussion around math within the classroom

(Source Learning Math with Curious George: PBS KIDS Transmedia and Digital Learning Games in the Preschool Classroom, WestEd, 2015)

- Children ages 4-5 who watched *Peg+Cat* episodes and played *Peg+Cat* games experienced significant gains in identifying 3D objects, greatly improving on identifying a specific concept

(Source: *Peg+Cat* Small Content Study, Educational Development Center and SRI International, 2015)

- Children who watched *Sesame Street* in preschool spent more time reading for fun in high school and obtain higher grades in english, math and science
(Source: "G" is for "Growing": Thirty years of research on *Sesame Street*. Mahwah, NJ)

- Children exposed to hands-on *FETCH!* activities showed significantly greater gains in science content knowledge and process skills than children in a control group

(Source: The American Institute for Research (AIR))

- Children who watched *Design Squad* increased their design process skills and demonstrated a strong understanding of the science and engineering concepts presented ([Design Squad Educational Philosophy](#))

- Children's who watched *Cyberchase* improved their problem-solving skills more than those who did not watch the program. Viewers used a wider variety of strategies and heuristics while working, applied them more effectively, worked



well in groups, demonstrated persistence, and engaged in top-down planning (Source: MediaKidz Research and Consulting, 2003. [More Cyberchase research here.](#))

- PBS KIDS programming, [dedicated parents content](#) and high-profile national initiatives like [Explore the Outdoors](#) encourage outdoor exploration as a great way for kids to stay active and healthy, learn about nature and develop important math and science skills
- PBS KIDS programming is guided by curriculum skill frameworks based on state Common Core standards (Source: PBS). Selected PBS KIDS shows are built around specific science and math learning goals:
 - [Sid The Science Kid Educational Philosophy](#)
 - [The Cat In the Hat Knows a Lot About That! Educational Philosophy](#)
 - [Curious George Educational Philosophy](#)
 - [Dinosaur Train Educational Philosophy](#)
 - [Wild Kratts Educational Philosophy](#)
 - [SciGirls Educational Philosophy](#)
 - [Sesame Street Educational Philosophy](#)
 - [Peg+Cat Educational Philosophy](#)
 - [ODD SQUAD Learning Goals](#)



PBS KIDS “Super Power(ful)” Proof: Social-Emotional Health and Wellness

Issues	PBS KIDS Making A Difference
<ul style="list-style-type: none"> 87% of adults feel being informed about health issues is important to American society (Source: Harris Interactive QuickQuery, January 2012) 84% of adults feel it is important for PBS KIDS to focus on healthy living, such as eating and exercise (Source: Harris Interactive QuickQuery, January 2012) The dietary habits of children can impact their energy level, mood and academic performance (Source: The Washington Post, 2012) 	<ul style="list-style-type: none"> The PBS KIDS whole child education ecosystem addresses core needs, such as the areas of social-emotional, math, engineering, literacy and science (Source: PBS KIDS Curriculum Map) 77% of moms, 72% of parents trust PBS KIDS to provide programming and services on social & emotional skills to children and families (Source: ORC Parent Caravan, April 2014) 87% of moms, 84% of parents agree that PBS KIDS helps their children explore and learn about their world (Source: ORC Parent Caravan, April 2014) The vast majority of moms trust PBS KIDS to provide programming and services on the following topics to children and families: literacy (84%), science & math (83%), imagination & creativity (82%), healthy lifestyles (77%), social & emotional skills (77%) (Source: ORC Parent Caravan, April 2014) The majority of parents (66%) agree that PBS KIDS’ activities (like TV shows, website, apps, toys, etc.) are most likely to lead to more positive behavior (Source: PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017) Other networks have a smaller positive impact on behavior, or little impact at all. 66% of parents surveyed say their child exhibits more positive behavior after engaging with PBS KIDS, compared to Disney Jr. (56%), Sprout (55%), Nick Jr. (50%), Disney Channel (36%), Nickelodeon (24%), Cartoon Network (16%) (Source: PBS KIDS 24/7 Survey, Maru/Matchbox, January 2017) 90% of Americans surveyed agree that PBS models positive social and emotional



behaviors for children, compared to Disney Jr. (78%), Nick Jr. (77%), Disney Channel (75%), Nickelodeon (67%)

(Source: Survey Sampling International (SSI), January 2016)

- 68% of adults feel PBS KIDS does well in addressing healthy living, such as eating and exercising

(Source: Harris Interactive QuickQuery, January 2012)

- 80% of adults feel PBS programs do well in informing people about health issues.

(Source: Caravan ORC International, January 2015 – top two box agreement)

- 39% of adults feel PBS programs do very well at informing people about health issues

(Source: Caravan ORC International, January 2013)

- PBS KIDS programming, [dedicated parents content](#) and high-profile national initiatives encourage healthy living and eating for all kids, parents and families

- PBS KIDS programming, [dedicated parents content](#) and high-profile national initiatives like [Explore the Outdoors](#) encourage outdoor exploration as a great way for kids to stay active and healthy, learn about nature and develop important math and science skills

- PBS KIDS content is guided by curriculum skill frameworks based on state Common Core standards (Source: PBS). Selected PBS KIDS shows, websites and apps are built around social and emotional and child wellness learning goals:

- [Daniel Tiger's Neighborhood Educational Philosophy](#)
- [Sesame Street Educational Philosophy](#)
- [Arthur Educational Philosophy](#)
- [Thomas & Friends Education Philosophy](#)
- [Fizzy's Lunch Lab Learning Goals](#)

