



# PBS is America's Largest Classroom

Inspiring Children to Discover their Full Potential



Be more.



PBS



**PBS and its nearly 360 member stations are America's largest classroom, available to 98% of America's children, including those who can't attend preschool. By leveraging the tremendous power of media across all platforms – TV, online, mobile and more – PBS helps prepare children for success in school and opens up the world to them in an age-appropriate way.**

**PBS is the #1 source of media content for preschool teachers and the #1 place parents turn to for preschool video online. A large and growing body of independent research confirms that PBS content helps young children develop critical academic skills. Studies also show that children from economically disadvantaged families benefit most of all, helping to narrow the achievement gap. PBS is committed to giving all children the tools they need to learn reading, science and math – providing them with a greater chance to reach their full potential.**

**PBS' public service mission and proven ability to help children have earned the respect and trust of the nation. For the third consecutive year, the American public has named PBS the most educational media brand, the undisputed leader in children's programming and a trusted and safe place for children to watch television and visit online.**



This report presents the results of a national survey conducted by ORC's CARAVAN in March 2011. The ORC International study included 1,011 adults, 18 years of age and older, who participated by phone March 3-6, 2011.

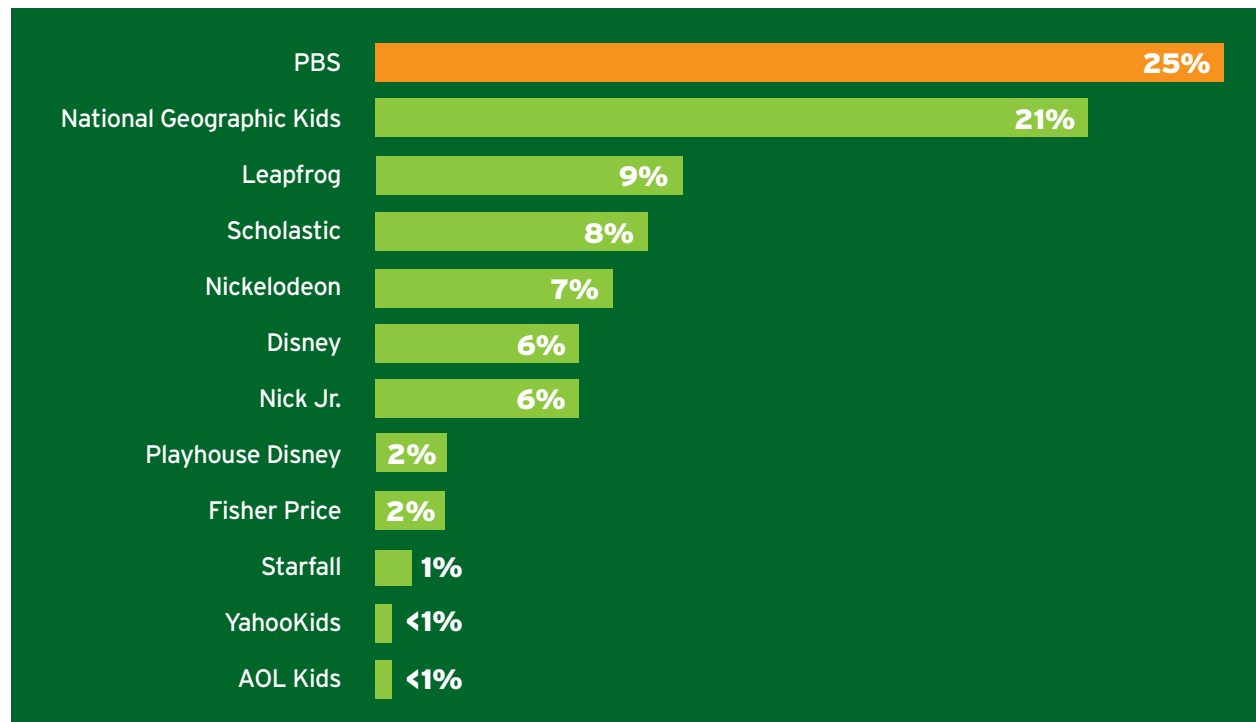


# America's Largest Classroom

## PBS KIDS is the #1 educational media brand

Which one of the following media brands or companies do you believe is the most educational for children?

Percent saying each brand/company is "most educational" for children.



Source: ORC's CARAVAN, March 2011

Each quarter more than **27 million** watch PBS KIDS on TV and more than **23 million** engage with PBS KIDS online.

Source: Nielsen, NTI Q42010; Google Analytics, quarterly average 2010-2011



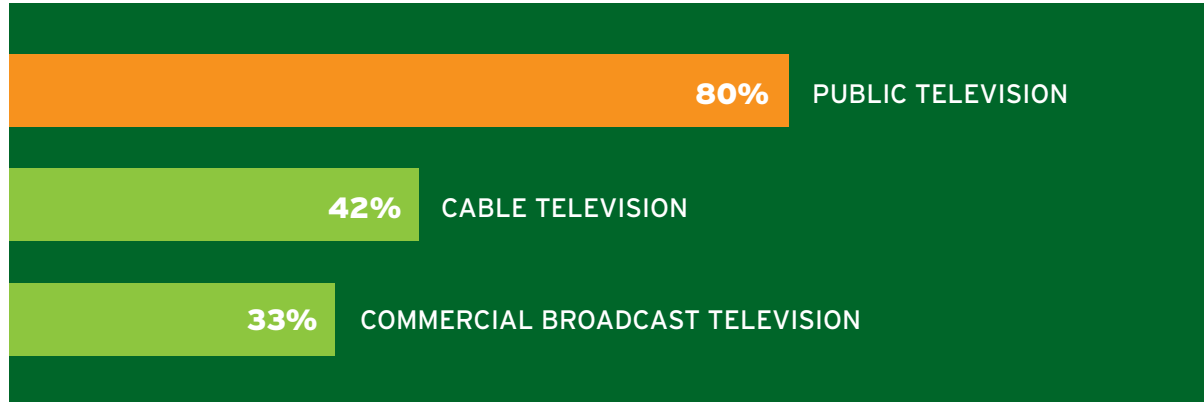


# America's Largest Classroom

## PBS helps children learn reading and math

How much do you agree with the statement that \_\_\_\_\_ helps children improve their reading and math skills?

Percent saying "agree strongly/somewhat" on a 4-point scale (disagree strongly, disagree somewhat, agree somewhat, agree strongly).



Source: ORC's CARAVAN, March 2011



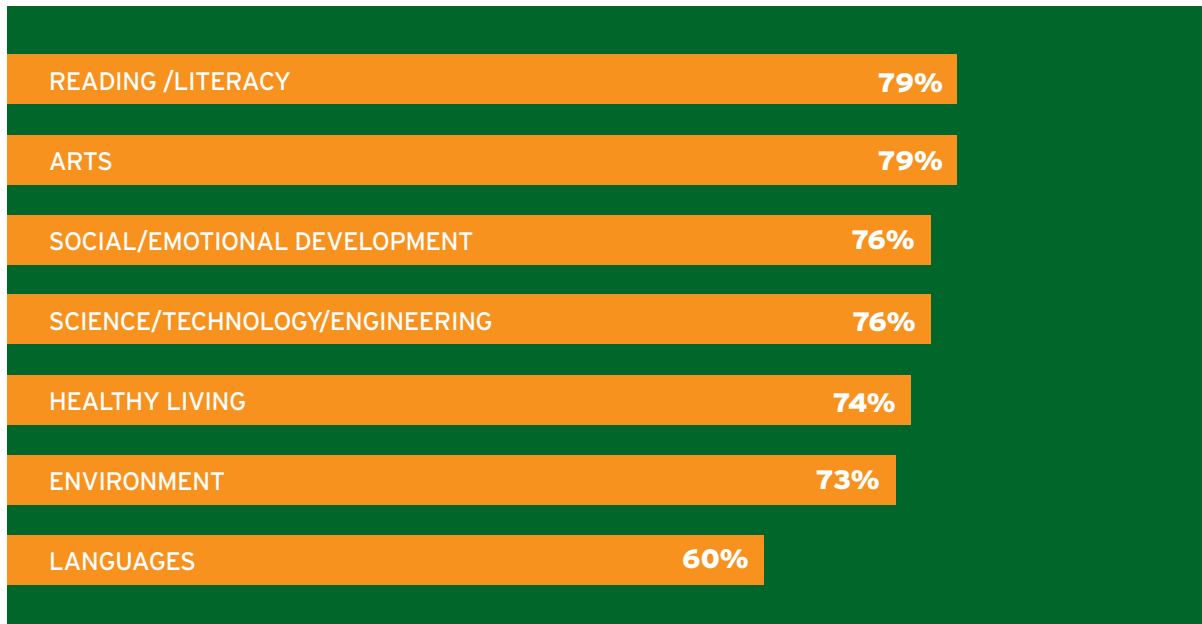
PBS KIDS offers 7 literacy series and 11 series on science, technology, engineering and math.



# PBS helps children learn essential skills

## How well does PBS KIDS address the following topic areas?

Percent saying “very/moderately well” on a 4-point scale (not at all well, not too well, moderately well, very well).



Source: ORC's CARAVAN, March 2011

Children who watched **Sesame Street** in preschool spend 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: Erlbaum, 131-143



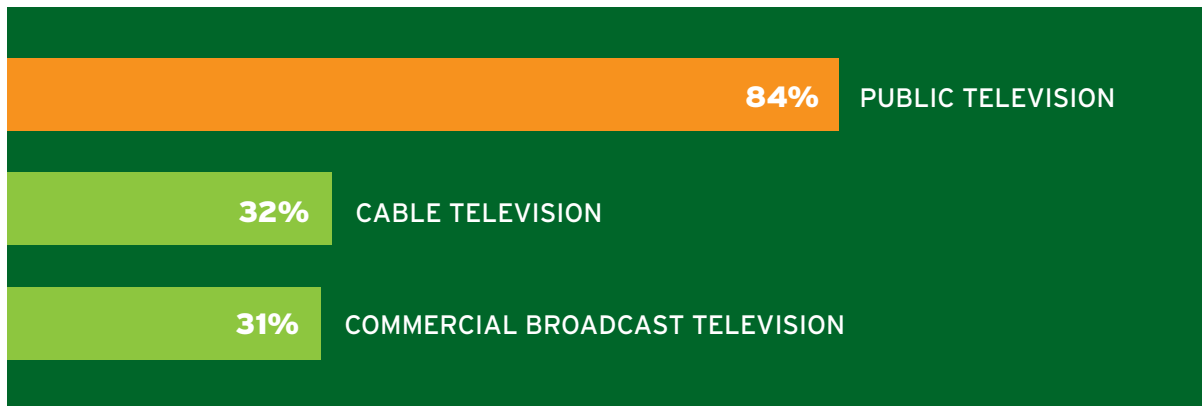


# America's Largest Classroom

## PBS is a trusted and safe place for children to watch television

How much do you agree with the statement that \_\_\_\_\_ is a trusted and safe place for children to watch television?

Percent saying "agree strongly/somewhat" on a 4-point scale (disagree strongly, disagree somewhat, agree somewhat, agree strongly).



Source: ORC's CARAVAN, March 2011



In 2010, PBS won **16 Daytime Emmy® Awards**, putting PBS atop all broadcast and cable networks for children's programming for the **13th** consecutive year.

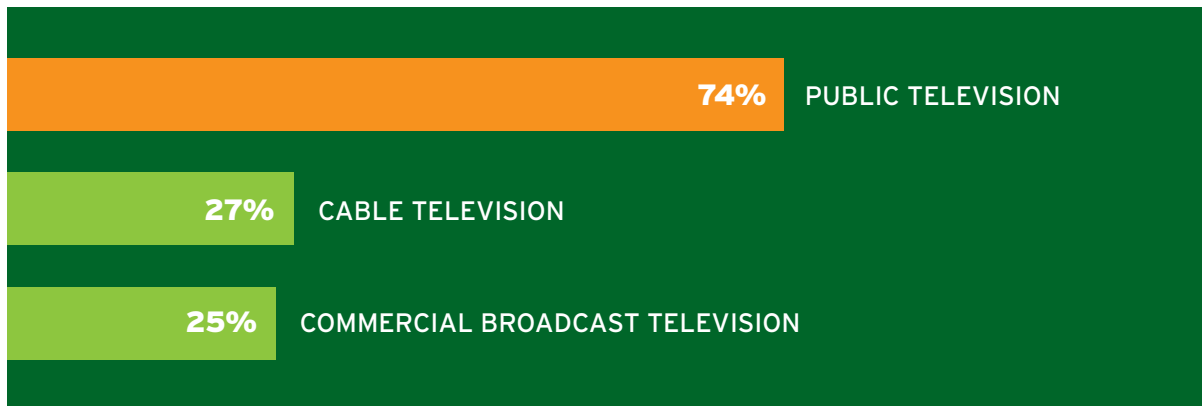
In 2010, PBS won **15 Parents' Choice Awards** for television, **6** for mobile apps and **2** for websites.



# PBS is a **trusted and safe** place for children to visit online

How much do you agree with the statement that \_\_\_\_\_ is a trusted and safe place for children to visit online?

Percent saying "agree strongly/somewhat" on a 4-point scale (disagree strongly, disagree somewhat, agree somewhat, agree strongly).



Source: ORC's CARAVAN, March 2011



**PBSKIDS.org** is the **#1** kid's entertainment site for free video streaming.

Source: comScore Video Metrix, February 2011

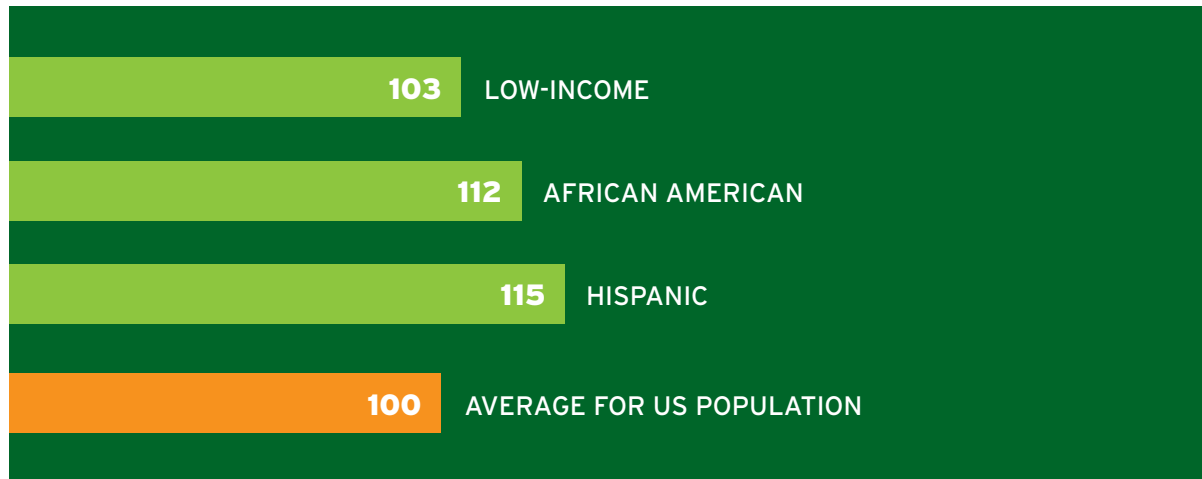


# America's Largest Classroom

## PBS KIDS serves all children on TV

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

PBS KIDS audience (green) versus total U.S. population (orange).



Source: NTI, PBS Fourth Quarter cume 2010



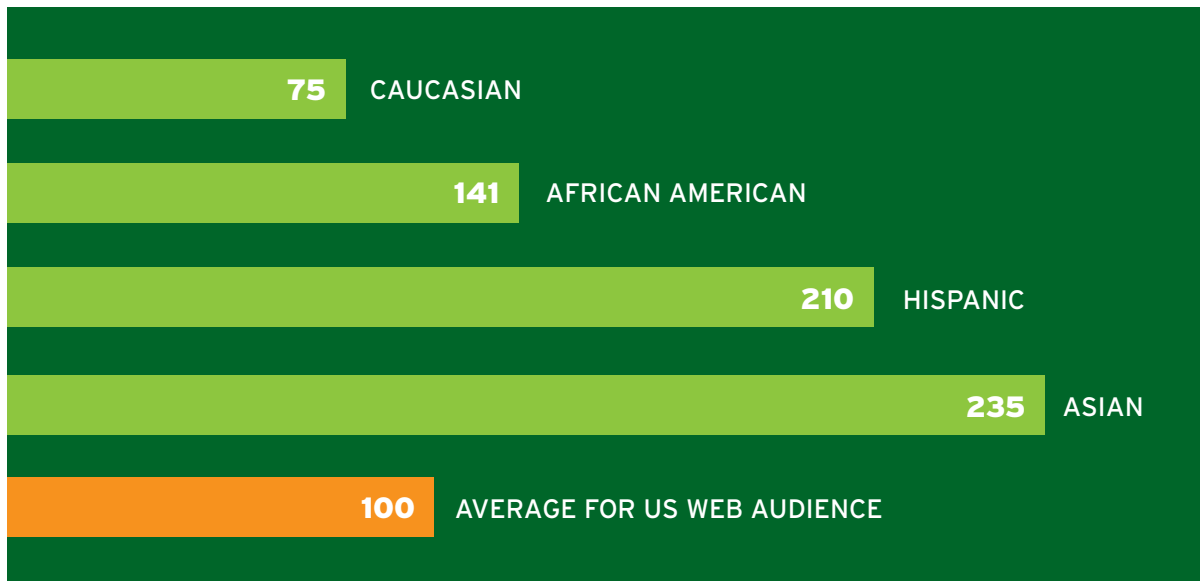
Children who watched SUPER WHY! scored 46% higher on standardized tests than those who did not watch the show.

Source: Linebarger, D.L., Wainwright, D.K., and McMenamin, K. "Summative Evaluation of SUPER WHY!" Philadelphia, PA: Annenberg School for Communication, University of Pennsylvania, 2009

# PBS KIDS serves all children online

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

PBSKIDS.org ethnicity demographics (green) versus total U.S. web audience (orange).



Source: Quantcast, June 2010



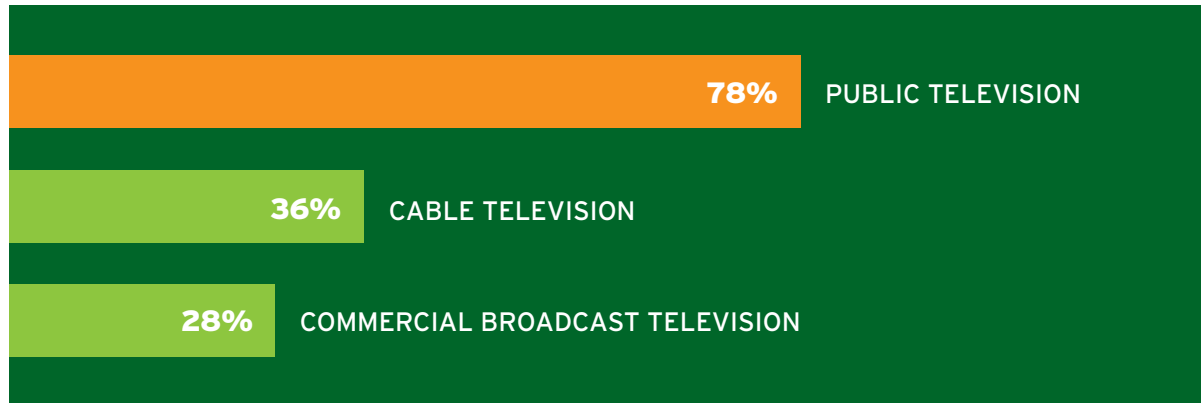


# America's Largest Classroom

## PBS KIDS is #1 in innovation

How much do you agree with the statement that \_\_\_\_\_ is an innovator in children's educational media?

Percent saying "agree strongly/somewhat" on a 4-point scale (disagree strongly, disagree somewhat, agree somewhat, agree strongly).



Source: ORC's CARAVAN, March 2011



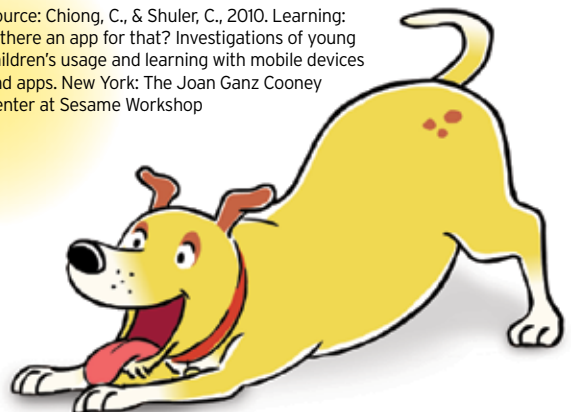
**PBS KIDS** is the **#1** source of TV and online content used by Pre-K teachers in the classroom.

Source: Grunwald Study, 2009 Media and Technology Use and Trends Among K-12 & Pre-K Teachers

Kids who played the **MARTHA SPEAKS** app increased their vocabulary as much as **31%** in two weeks.



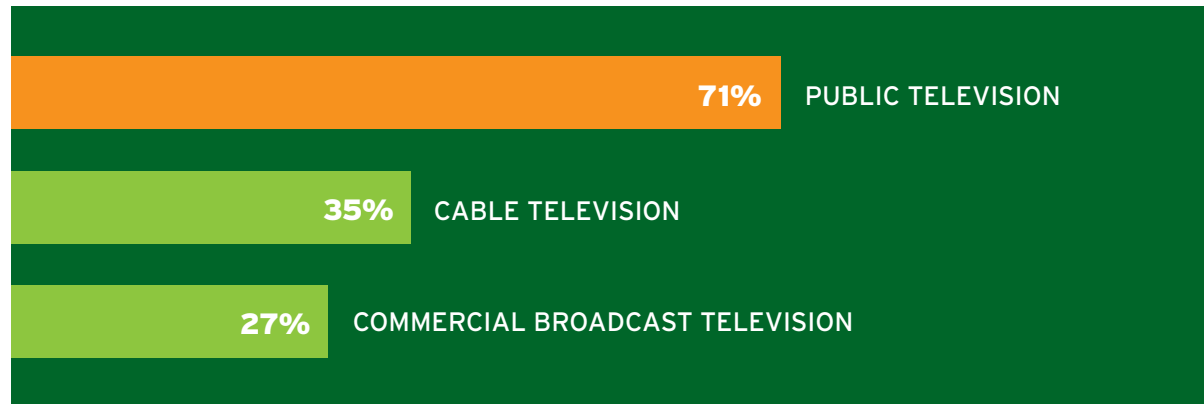
Source: Chiong, C., & Shuler, C., 2010. Learning: Is there an app for that? Investigations of young children's usage and learning with mobile devices and apps. New York: The Joan Ganz Cooney Center at Sesame Workshop



# PBS is the undisputed leader in children's programming

How much do you agree with the statement that \_\_\_\_\_ is the undisputed leader in children's programming.

Percent saying "agree strongly/somewhat" on a 4-point scale (disagree strongly, disagree somewhat, agree somewhat, agree strongly).



Source: ORC's CARAVAN, March 2011



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[pbskids.org](http://pbskids.org)



[pbskidsgo.org](http://pbskidsgo.org)

PBS KIDS, for preschoolers, and PBS KIDS GO!, for early elementary school kids, inspire and nurture curiosity and a love of learning in children. PBS offers all children—from every walk of life—opportunities for exploration and discovery through content on television, mobile devices, new media, the web and community programs.

Empowering children for success in school and in life, only PBS KIDS and PBS KIDS GO! have earned the unanimous endorsement of parents, children, industry leaders and teachers.

PBS, with its nearly 360 member stations, serves more than 124 million people on TV and nearly 20 million people online each month.