



## Moms Are Powerful Consumers...

...and they expect more from marketers

- Women are responsible for 85% of all consumer purchases
- Mothers now control more than \$2.1 trillion in household spending
- 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

## PBS KIDS Reaches Moms

As a popular children's co-viewing destinations, PBS KIDS is home of the top 3 shows for kids 2-5 and the top 5 children's shows for women with children under 3:

- ✓ Close to 50% of parents with kids under 6 watch PBS KIDS with their kids (compared to 43% Nickelodeon)
- ✓ 37% of parents with kids under 12 watch PBS KIDS (compared to 23% Discovery Kids).

## Moms Trust PBS KIDS

Moms trust, value and are loyal to PBS KIDS. They rely on PBS' safe haven to address issues important to them and their children.

- ✓ **80% of adults agree** that public television helps prepare children for success in school and life, compared to cable (37%) and commercial (30%)
- ✓ **73% of adults agree** that public television helps children realize their potential, compared to cable (33%) and commercial (27%)

## This Trust Translates to Our Sponsors

- ✓ **2/3rds of parents say they pay attention** to the sponsor messages on PBS KIDS
- ✓ **3x more parents agree they'd purchase from a PBS KIDS sponsor** than from an advertiser on a kids commercial channel.
- ✓ **Parents are more likely to support companies that sponsor their public television station** than those that advertise on kids commercial TV – by a ratio of **3:1!**