

New Study Finds Sesame Street Improves School Readiness

Research coauthored by Wellesley College economist **Phillip B. Levine** and University of Maryland economist **Melissa Kearney**, finds that greater access to Sesame Street in the show's early days helped children do better in school.

When Sesame Street first aired in 1969, five million children watched a typical episode. That's the preschool equivalent of a Super Bowl every day.



Sesame Street is one of the largest and most affordable early childhood interventions ever to take place.



Children living in disadvantaged areas experienced the largest improvements in school performance.



wellesley.edu/sesamestudy

