



# nickelodeon™

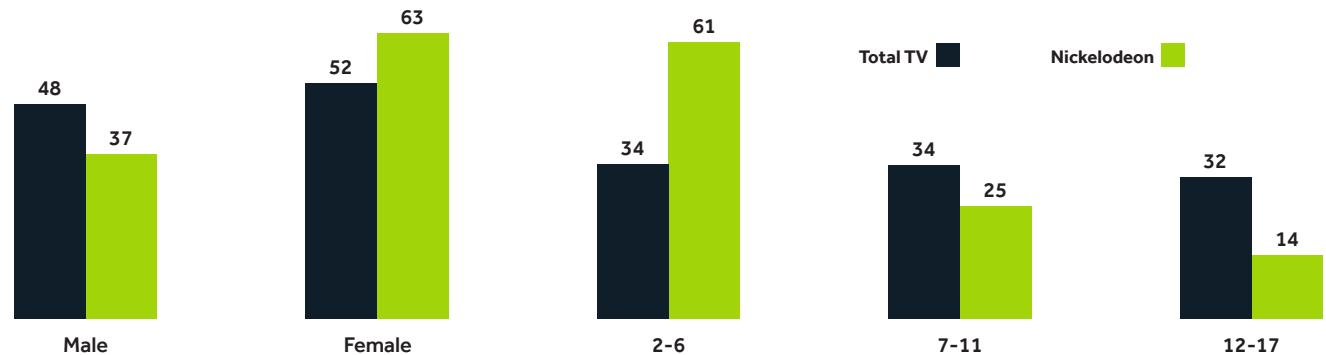
Kids can watch their favourite Nick shows, all day, every day! **Nickelodeon** features all-time favourites, like *iCarly*, classic Nickelodeon hits like *CatDog*, plus never-seen-before shows and live special events! Nick is the ultimate destination for side-splitting, kid-friendly fun.

# Demographic Profile

%C2-17 AMA/English Canada

Source:

Numeris PPM data, (Aug 29 – Dec 18/16), English Canada, M-Su 2a-2a, %C2-17 AMA



# Audience Profile

Source:

Numeris PPM data, English Canada, M-Su 2a-2a (Aug 29 – Dec 18/16) Index based on Comp% of Ind.2+ vs. TV population

**Nickelodeon viewers are lovers of food/drink and technology so they are more likely than the population to:**

- Have ordered takeout/delivery in the past month (Index 105) and enjoy eating at fast food restaurants (106)
- Consume up to 6 bottles of water (119) and over 7 drinks of real fruit juice (126) throughout the week
- Spend up to \$1,000 on video game systems/games (104) and computer software/games (105) in a year

**Social and physical activities are important to Nickelodeon viewers so they are more likely to:**

- Enjoy family focused activities including going to the movies (133) and going hiking/camping (139)
- Participate in physical activities such as cycling (116) and downhill skiing/snowboarding (113)
- Vacation in Canada within their own province (122) as well as outside of their province (128)

# Key Research Findings

Source:

Numeris PPM data, (Aug 29/16 – Jan 1/17), Total Canada, M-Su 2a-2a, profile stats based on English Canada, station rank based CDN SPEC DIG ENG KIDS STATIONS C2-11 AMA(000); Mediastats November 2016

Household Income (A18+): **43% have a HHI of \$75K+**

Household Size (A18+): **86% come from households of 3+**

Average Weekly Reach (000) - Ind. 2+: **595**

# of Subscribers: **3.2 million**

Programming genre: **Kids Entertainment**

Rank among Canadian specialty stations: **11**

Key Programs: **SpongeBob SquarePants, Dora The Explorer, Blaze And The Monster Machines, My Big Big Friend, Power Rangers Dino Super Charge**