



Treehouse™

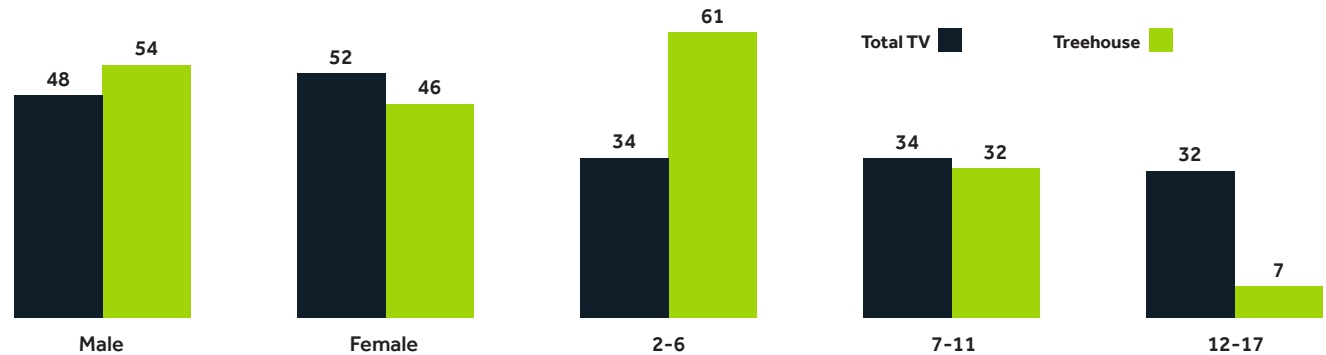
For pre-school children, **Treehouse** represents quality television that is trusted by parents because it is a safe place, 100% devoted to children from breakfast to bedtime. Delivering a strong balance of educational, imaginative and entertaining programs, Treehouse provides high-quality children's series from Canada and around the world. Loved by Kids! Trusted by Parents!

Demographic Profile

% A18+ AMA/English Canada

Source:

Numeris PPM data, %A18+ AMA, English Canada, M-Su 2a-2a (Aug 29 – Dec 18/16)



Audience Profile

Source:

Numeris PPM data, English Canada, M-Su 2a-2a (Aug 29 – Dec 18/16) Index based on Comp% of C2-11 vs. TV population

Treehouse viewers enjoy active, outdoor activities so they are more likely than the TV population to:

- Ride their bike/go cycling (Index 125) and play hockey/ice skate regularly (103)
- Go for an occasional hike/walk/camping (120) when the weather is nice

They enjoy a good snack so they are more likely to:

- Drink real fruit juice daily (156), enjoy bottled water (113), and are light consumers of regular soft drinks (103)
- Have take-out ordered for them (106)

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+): **31% have a HHI of \$75K+**

Household Size (A18+): **90% come from households of 3+**

Average Weekly Reach (000) - Ind. 2+: **2799**

of Subscribers: **7.8 million**

Programming genre: **Kids Entertainment**

Rank among kids Canadian specialty stations: **1**

Key Programs: ***Dora And Friends, My Little Pony, Bubble Guppies, Octonauts, Ranger Bob***

