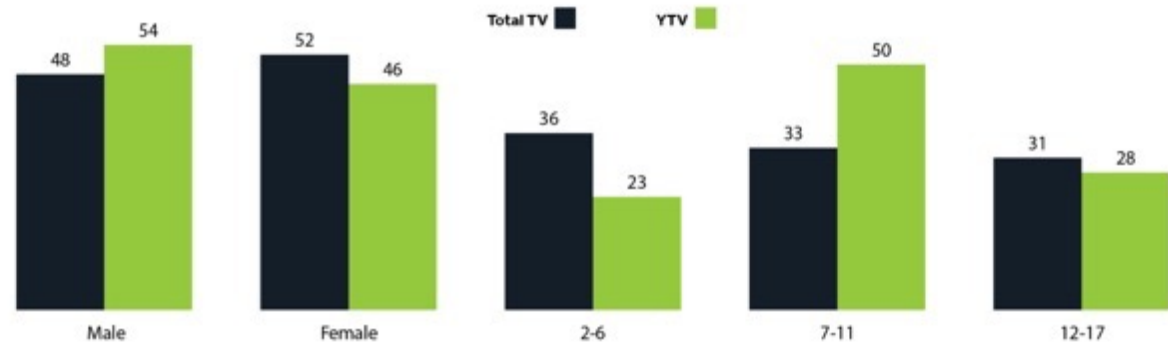


Demographic Profile

Source:
Numeris PPM data, % K2-17 AMA, English Canada, M-Su 2a-2a (Aug 28 – Dec 24/17)



Audience Profile

Source:
Vividata 2017 Q2 Product Database, English Canada, Index based on Comp% of HH Composition-Presence of Children Under 18 vs. population

YTV viewers have active family households, so they are more likely than the TV population to regularly:

- Play team sports such as soccer (Index 126), baseball (137), football (145) and basketball (109)
- Have gone to the movies in the last 3 months (114) to see action/adventure (118), animated (144), comedy (122), family (126) and sci-fi (125) films
- Enjoy crafts (122), dancing (108), cross-country skiing (133) and in-line skating (109)

YTV viewers enjoy their food and are more likely than the TV population to:

- Spend more than \$250 on food shopping weekly (114) and will pay more for organic food (124)
- Purchase toaster products (112) and drink instant breakfast shakes (130)

YTV viewers enjoy travelling with their young families, so they are more likely than the TV population to:

- Have spent \$2,000+ on their last trip outside of Canada (115)
- Have travelled by train (170) in the past year or taken an RV/camper vacation (111)
- Visit an amusement park (130) annually

YTV viewers spend on a variety of products and are more likely than the TV population to:

- Really enjoy shopping (111) and spend \$500+ on kids' clothing/shoes (135) and \$500+ on home accessories per year
- Spend a lot of money on toiletries/cosmetics (107)
- Feel the convenience of online shopping is more important than price (109)
- Spend more than \$50,000 on their most recent vehicle purchase (118)

Key Research Facts

Source:
Numeris PPM Data, (Aug 28 – Dec 31/17), Total Canada, Mo-Su 2a-2a; station rank based on CDN SPEC COM ENG/CDN DIG ENG – kids stations only, C2-11 AMAI(000); HH stats based on Comp% of A18+ AMA, (Aug 28 – Dec 24/17), English Canada; Mediastats November 2017

Household Income \$75K+ (A18+): **35%**

Household Size 3+ (A18+): **70%**

Average Weekly Reach (000) - Ind. 2+: **5,539**

of Subscribers: **10,387,974**

Programming Genre: **Kids Entertainment**

Rank among kids Canadian Specialty Stations: **2**

Key Programs: **The Loud House, I Am Frankie, Mysticons; Nicky, Ricky, Dicky & Dawn, Thundermans**

