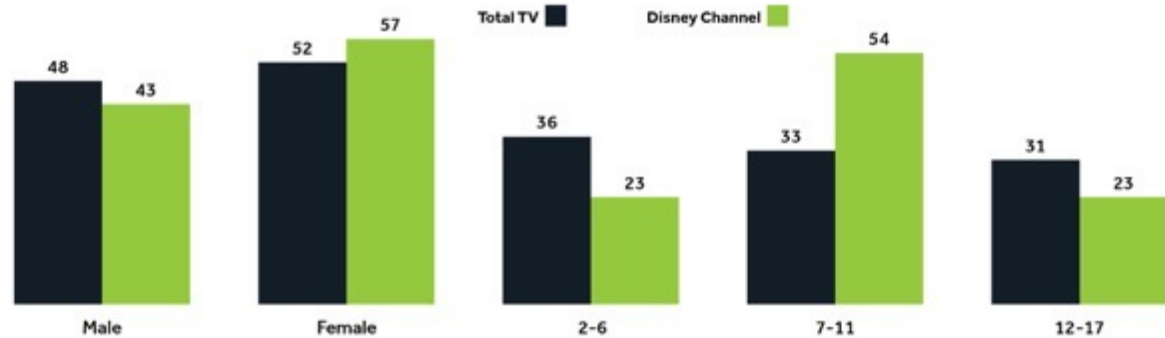


# Demographic Profile

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

### Disney Channel viewers are tech savvy families and are more likely than the TV population to:

- Spend more than \$100 on their mobile phone plans (Index 112) and download new apps monthly (130)
- Often post comments or reviews online (131)
- Have 3+ video game consoles in the household (128)

### Disney Channel viewers spend on groceries and dining out and are more likely to:

- Spend more than \$250 a week on food shopping (120) and use processed cheese (115), toaster products (117), instant breakfast shakes (144), instant hot cereals (113) and frozen pizza (107)
- Drink orange juice (114), bottled water (109), ready-to-drink fruit juice/punches (113) and iced tea (152)
- Be medium/heavy customers of fast food (113), pizza (131) and burger (112) restaurants

### Travel and entertainment are important to Disney Channel viewers so they are more likely to:

- Spend \$1,000+ on a trip within Canada in the last year (121) and travel by train (119) annually
- Have a wknd/vacation home (110) and have used an RV/camper (208) annually
- Go to amusement parks 3+ times annually (132)
- Go to the movies (120) to see action (115), animated (144), comedy (124), family (130) and science fiction (123) films
- Play sports including baseball (129), football (114), soccer (112) and volleyball (106)

### Disney Channel viewers have disposable incomes and are more likely to:

- Spend \$500+ on home accessories annually (124)
- Spend \$500+ yearly on children's clothes/shoes (134) and \$200+ on toys/games (105)
- Spend a lot of money on toiletries/cosmetics (128)
- Have spent more than \$40,000 on their most recent vehicle (115)

# 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+): 17%

Household Size 3+ (A18+): 75%

Average Weekly Reach (000) - Ind. 2+: 1,971

# of Subscribers: 4,992,166

Programming Genre: Kids Entertainment

Rank among kids Canadian Specialty Stations: 5

Key Programs: *DuckTales*, *Raven's Home*, *Andi Mack*, *Stuck in the Middle*, *Tangled: The Series*, *Big Hero 6*

