

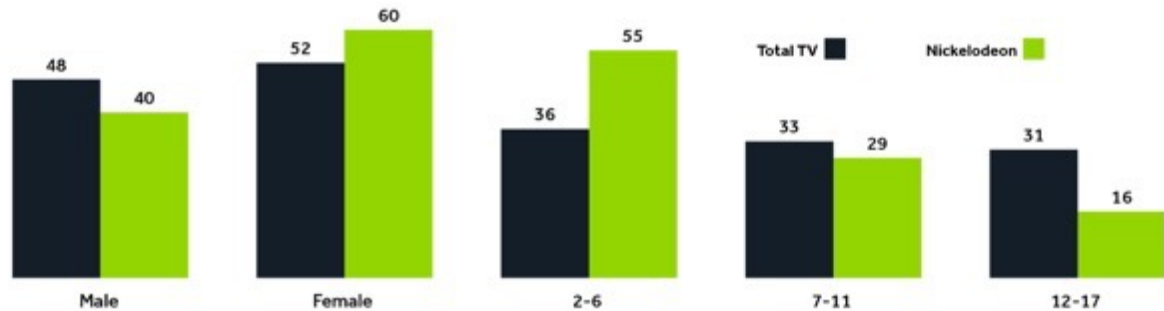


Kids can watch their favourite Nick shows, all day, every day! Nickelodeon features all-time favourites, like iCarly, classic Nickelodeon hits like CatDog, plus never-seen-before shows and live special events! Nick is the ultimate destination for side-splitting, kid-friendly fun.

## Demographic Profile

**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

**Nickelodeon viewers embrace technology so they are more likely than the population to:**

- Be the primary influencer for purchase decisions surrounding home entertainment (Index 106)
- Spend \$100+ on their monthly mobile phone plan (119) and download new apps every month (137)
- Be medium/heavy video game players (124) who enjoy kid/family (144), dance (138), sports (125) and racing (109) games

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

- Spend \$250+ on groceries weekly (114) and agree that it's worth paying more for organic foods (124)
- Have toaster products (114), breakfast shakes (118) and orange juice (112) in their household
- Be medium/heavy consumers of chew candies (169) and chocolate bars (121)
- Be medium/heavy consumers of fast food (116), pizza (138), burger (118) and sub/sandwich (110) restaurants
- Go online to visit food/recipe websites (124)

**They spend on their families and household. They are more likely to:**

- Spend \$500+ on children's clothing/shoes (106), home accessories (125) and furniture (113) annually
- Spend more than \$50,000 on their most recent vehicle purchase (124)

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

- Have gone to the movies in the last 3 months (124) to see an action (117), animated (134), comedy (126), family (122) or sci-fi (117) film
- Play team sports like baseball (130), football (141), soccer (123) and volleyball (116)
- Visit amusement parks (137) 3+ times annually, and have visited Niagara Falls (160), Ontario Science Centre (223) and the Royal Ontario Museum (209) annually

## 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 AMA(000); HH stats based on Comp% of A18+ AMA, (Aug 28 – Dec 24/17), English Canada; Mediastats November 2017

Household Income \$75K+ (A18+): **51%**

Household Size 3+ (A18+): **66%**

Average Weekly Reach (000) - Ind. 2+: **512**

# of Subscribers: **3,118,148**

Programming Genre: **Kids Entertainment**

Rank among kids Canadian Specialty Stations: **11**

Key Programs: *Spongebob Squarepants, Teenage Mutant Ninja Turtles, Bubble Guppies, The Backyardigans, iCarly*