The YTV Take Note newsletter covers the latest on kid research, trends and more.
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November 2005

Kid Research

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Tween Favourites: Highlights from the latest YTV Tween Report

On behalf of YTV, the Solutions Research Group surveyed the attitudes and opinions of 750 Canadian tweens aged 9 to 14. The following are insights from the latest YTV Tween Report on Tween Favourites ranging from fave Fast Food to Clothing Stores.

Favourite Fast Food Restaurants

We all know younger kids love McDonalds, but it's also King with tweens; ranking a clear favourite with a whopping 43%. Both boys (30%) and girls (21%) said that hamburgers were their favourite fast food (but it's not such a popular food for dinner at home - see below).

Question: What is your favourite fast food restaurant?	
McDonald's	43%
Wendy's	14%
Subway	7%
Burger King	7%
A &;amp W	6%
Taco Bell	4%
KFC/Kentucky	4%
Harvey's	2%
Pizza Hut	2%
Arby's	1%
None/Don't Know	2%

Favourite Foods for Dinner at Home

When at home kids love chicken fingers or pizza for dinner - which tied for #1 with 14% each. Other dinner favourites include: Mexican (9%), spaghetti (9%), steak / roast beef (7%), pasta (7%), lasagna (4%), hamburgers (4%), potatoes (4%) and pork (3%).

Favourite Drinks

The battle of Coke vs. Pepsi continues in the favourite drink category; Coke ranked as the #1 favourite with 17% of tweens and Pepsi #2 with 12%.

Question: What is your favourite drink?	
Coca Cola	17%
Pepsi Cola	12%
Root Beer	12%
Milk/milkshakes	11%
Pop/soft drinks	9%

Fruit juices	7%
Tea/iced tea	6%
Gatorade	4%
Sprite	4%
Water	3%
None/Don't Know	1%

Favourite Snacks: Fruit #2 choice

Unsurprisingly 31% of tweens said their favourite snack was chips, but two healthier options tied for second: fruit (yes, fruit!) and popcorn both rank as the #2 choice with 8%. Other favourites include: cookies (6%), chocolate (6%), candy (6%), ice cream (5%), Doritos (3%), crackers (3%) and cake / cupcakes (2%).

Favourite Toys: Boys vs. Girls

Even with the increasing popularity of electronic games with tweens, we still see the more traditional toy preferences among boys and girls. Stuffed animals, dolls and Barbie are still favourites among girls; whereas electronic games like Game Boy and PS2 have surpassed other boys favourites: lego, toy cars and action figures.

Question:

What is your favourite toy?

	Boys	Girls
Game boy	10%	8%
Playstation/PS2	12%	3%
Stuffed animals	2%	13%
Dolls	0%	12%
Computer	3%	7%
Lego	9%	1%
Toy cars	7%	1%
Action figures	7%	1%
Xbox	6%	1%
Barbie	0%	7%

Favourite Brands of Clothing

Boys ranked Nike (8%) and The Gap (7%) as their favourite clothing brands; girl favourites are The Gap (7%), La Senza Girl (6%) and Hilary Duff (6%).

Question:

What is your favourite brand of clothing?

	Boys	Girls
Gap	7%	7%
Nike	8%	2%
Old Navy	3%	5%
Hilary Duff	0%	6%
La Senza Girl	0%	6%
Tommy Hilfiger	3%	2%
West 49	4%	0%
Levi's	1%	2%
Roxy	0%	3%
Phat Farm/Baby Phat	1%	2%

Favourite Brands of Jeans: Levi's

Levi's may not have ranked as the #1 brand of clothing for either boys or girls, but it ranks #1 as their favourite brand of jeans with 18% tween boys and 8% of girls. Other jean favourites include: The Gap (5% for both boys & girls) and Old Navy (4% boys & 5% girls).

Favourite Brands of Shoes

Nike blows the competition away when it comes to the favourite shoe category, ranking #1 with both boys (28%) and girls (19%). Phat Farm (6%), Reebok (3%) and Converse (3%) are other girl favourites. Reebok (5%) and Adidas (4%) are favourite shoe brands among boys.

Favourite Clothing Stores: Big Chain vs. Specialty

Wal-Mart is the #1 ranked favourite clothing store for both tween boys (20%) and girls (16%). However, smaller specialty stores ranked #2: West 49 for boys with 11%; and La Senza Girl for 11% of girls.

Question:

What is your favourite clothing store?

	Boys	Girls
Wal-Mart	20%	16%
Old Navy	7%	8%
West 49	11%	3%
Gap	8%	4%
Zellers	5%	7%
La Senza Girl	0%	11%
Stitches	3%	7%
Sears	4%	3%
Garage	0%	5%
Bootlegger	1%	4%

**Source: This is the eleventh consecutive year for the YTV Tween Report, a national survey that tracks the lifestyles, attitudes and opinions of kids aged 9 to 14. A total of 1100 interviews (350 telephone & 750 online) were conducted in August 2005 with tweens and their parents. Results are accurate to plus or minus 3.6%, 19 times out of 20. YTV commissioned Solutions Research Group to oversee the development of the questionnaire and conduct the survey.*

Kid Trends

The Trend Team take on Toy Wishes Magazine's "Hot Dozen" for the holiday season

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Black Belts Karate Home Studio (Spin Master)

Are you too busy to take your kid to karate class? Hiii-ya! This at-home studio will teach them the basic blocks, punches, stances and kicks of this martial art on their own time.

Dora's Talking Kitchen (Mattel/Fisher Price)

Make-believe cooking becomes a bilingual adventure with this kitchen that looks just like the one Dora has on her show!

Fly Wheels Assortment (Jakks Pacific)

These rip-cord monster wheels are spinning out of control! They've added stunt ramps, deluxe sets and rapid-fire launchers to the collection just in time for Christmas. Plus a crème de la crème radio-controlled version where you can customize your wheels and do amazing stunts.

Furby (Hasbro)

An updated version of the 90s favorite, this Furby features advanced technology and "emoto-tronics" making him seem real with facial expressions and the ability to communicate in English and "Furbish".

I-Dog (Hasbro)

A music-lovers best friend! Just feed this robotic dog a steady diet of rockin' tunes and he'll respond with lights, sounds and movement. And like a real dog, his "mood" changes depending on how much you play with him-unlike a real dog he can also be used as a speaker.

iZ (Zizzle)

What iZ is is a three-legged music-making character that bends into crazy positions. Press his belly to start a beat, change the rhythm by turning his ears and add sound effects by using the switch on top of his head. Like I-Dog, iZ can be used as a speaker that can be hooked up to any music source.

Leapster L-Max Learning Game System (Leapfrog)

Kids can hone their skool skillz while having fun playing a "video game." **Note:** don't try to pass this off to any kid over 10 years-old.

Magnetix MagnaWorldCity (Rose Art)

Build a futuristic city using colourful magnetic rods that snap together with steel balls. The set comes with 95 stickers which should aid in the creativity.

Pixel Chix (Mattel)

Carry this VFF (virtual friend forever) everywhere in an interactive handheld device. Each character "lives" in a 3-D house where they play games, change fashions and stufflikethat. And like any friend, the Pixel Chix require care and attention, or else they talk behind your back and give you virtual attitude.

Shell Shocker (Mattel/Tyco)

A radio control alien invader that morphs from a "cyberball" to "cyberbeast" on the fly and overpowers any obstacle that gets in its way. **Note:** A Wal-Mart description uses the adjectives "brash, noisy, rude and incredibly cool." Purchase with caution.

VCam Now (Hasbro)

Kids love adult stuff made just for them and this digital video camera is no exception. It can make short movies and take digital photos just like Mom's.

V.Smile Pocket (VTech)

A handheld version of the V.Smile educational video game system. Kids everywhere will wonder how Santa confused this with their original request for a Nintendo DS…

Wondering what to buy the kid in your life this holiday season? Click here to check out the YTV Trend Team's suggestions.

DISCLAIMER: The trends the YTV Trend Huntaz comment on come from the buzz on the street, mall, Internet, and numerous publications. YTV does not guarantee that all of the above information will come to fruition, but you can pretty much believe us as we are obsessed with this stuff.

News from Sales & Co-Marketing

A Blast From Christmas Past

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YTV's having a very retro Christmas (Nov 28 x 4 weeks) airing your favourite holiday classics like: Rudolph The Red Nosed Reindeer, The Jetson's Christmas, A Flintstone Family Christmas, A Charlie Brown Christmas and more. What better way to reach A18-49!

For more info on a Retro Christmas sponsorship package contact your Account Manager or visit ytvmedia.com

HO-HO-HOlidays

This December, YTV and Treehouse will run a fantastic line-up of fun and entertaining holiday themed programming. Always popular among our core kid and family viewers', we've got non-stop holiday specials on the calendar beginning November 28 x 4 weeks.

For info on numerous large and small holiday sponsorship packages contact your Account Manager or visit ytvmedia.com

'The 10' is Back for the Holiday!

We did if for Back-to-School and now, The 10 is back by popular demand. In honour of the 2005 Holiday Season, YTV will compile a list of the top 10 must have items for kids during the holidays.

Get YOUR product on this top 10 list. To be a part of this exclusive opportunity contact your Account Manager or visit ytvmedia.com

New Years Day Top 20 Count Down

This is a day for kids to chill out and watch their favourite shows. But there's a catch…they get to choose! Yes on this, the first day of a new year YTV is giving our viewers' the opportunity to pick the Top 20 Shows from last year. Who says viewers can't have it their way.

Exclusive Sponsorship Packages available. For more info contact your Account Manager or visit ytvmedia.com

Valentine's Weekend Specials

This February YTV will air special Valentine /Romantic episodes of viewers favourite shows including SpongeBob SquarePants and more. Exclusive Sponsorship Package available.

For details about our Valentine's Weekend package contact your Account Manager or visit ytvmedia.com

ZAPX Family Movies - Sundays @ 6pm

ZAPX launched on October 9th and we have received rave reviews from viewers and great AMAs, particularly among A18-49!

YTV's new daypart invites kids and their parents to catch blockbuster movies every Sunday night at 6pm. Hosted by YTV's newest on-air personality, Simon brings his geek-chic style, passion for movies and all things pop culture to YTV. Every Sunday evening, Simon will introduce outstanding ZAPX movies, dispense loads of 'ZAPFACTS" (movie trivia), tease upcoming movies, run contests, hit the streets and dish celebrity gossip.

ZAPX advertisers can benefit from the power of a Co-Viewing audience *(see next section for more info on Co-Viewing).* Tactics available to advertisers include:

- Integrated promotions
- Branded content
- Customized segment sponsorship
- Product placement

- Movie and video game reviews
- Podcasting
- Text messaging interactive (voting)

For details about our ZAPX Family Movie sponsorship packages contact your Account Manager or visit ytvmedia.com

A Co-Viewing Environment Increases Ad Recall with Mom & Dad

Not only **are** parents watching TV with their kids (we call that Co-Viewing), they're also talking about the shows and the advertising when they do, and that makes Co-Viewing a great advertising environment, **because Co-Viewing parents are**:

- less likely to change channels,
- 32% more likely to watch commercials, and
- 60% more likely to recall commercials than non Co-Viewing parents.

And this increased ad recall is not just for family purchases, but for **adult-targeted products and services** too, such as: personal care items, QSR, home video, frozen meals, banking and retail.

SO….if you want YOUR AD to get MOM or DAD's ATTENTION, place your commercial in YTV's FAMILY CO-VIEW block.

For more info on Co-Viewing and how to influence parents when they are more likely to watch ads, contact your Account Manager or visit ytvmedia.com

Tell us how we are doing.

Do you enjoy receiving the Take Note newsletter? Are you finding the information useful? We'd love to hear your suggestions on how to make this newsletter more useful to kid marketers. **YTV Take Note Feedback**

Next Newsletter

Watch out in February for the Spring issue of Take Note for more findings from YTV.

Download a printable format **here**.