

The YTV Take Note newsletter covers the latest on kid research, trends and more. Click here to [SUBSCRIBE](#) or [UNSUBSCRIBE](#).



October 2006

Halloween Issue

This issue of Take Note has the latest on kid culture plus insights from our Halloween survey on YTV.com.

Kid Research

[Print this page](#)

Halloween Survey

Fall is in the air and Halloween is just around the corner. Over 3,000 girls and boys aged 6 to 14 responded to the Halloween survey on YTV.com conducted in Sept 2006. Below are some highlights.

How old is TOO old for Trick-or-Treating?

The majority of kids aged 6 to 14 plan on going Trick-or-Treating this year. By age 12 some of the kids start to think they're too old to Trick-or-Treat, but a whopping 70% still can't wait to go.

Do you plan to Trick-or-Treat this year? (Pick one)

	K6 to 8	K9 to 11	K12 to 14
Yes, I can't wait!	81%	86%	70%
Not this year, I'm too old for that.	9%	6%	17%
I dress up for Halloween but I don't go Trick-or-Treating.	6%	4%	10%
I don't participate in any Halloween activities.	4%	3%	4%

...Smell My Feet, Give Me Something Good To Eat

Chocolate is by far the most popular candy that kids said they would MOST like to receive when Trick-or-Treating. Chips also ranked high with all age groups.

What type of candy do you MOST LIKE to receive when Trick-or-Treating? (Pick one)

Chocolate	39%
Chips	10%
Gum	9%
Gummies	8%
Caramels	7%
Suckers	5%
Candy Corn	3%
Hard Candy	3%
Licorice	1%
Other	15%

Ghost Busters

Almost half (48%) of the older kids (9 to 14) said they believe in ghosts. While the younger kids (6 to 8) are more equally divided on what they believe.

Do you believe in ghosts? (Pick one)

	K6 to 8	K9 to 11	K12 to 14
Yes.	38%	48%	48%
No.	32%	24%	22%
I'm not sure.	30%	28%	30%

The Coolest Costumes

While it's difficult to predict what most kids will be dressed as for Halloween this year, the more 'traditional' Halloween costumes like witches and ghosts are still popular. Anime characters are popular too with both boys (10%) and girls (8%).

What will you dress up as this year for Halloween? (Pick one)

	Girls	Boys
Traditional Halloween (Ghost, Skeleton, Witch, Werewolf, etc.)	22%	20%
I'm not dressing up this year.	9%	10%
Anime Character	8%	10%
Princess	7%	1%
Cute animal (e.g. Kitten, Bunny, Puppy, etc)	5%	0%
Pirate	4%	5%
Famous Celebrity	4%	1%
TV cartoon character (e.g. SpongeBob SquarePants).	3%	6%
Superhero	1%	4%

Famous Athlete	0%	1%
Other	37%	41%

Spook-tacular TV Specials

Out of the shows listed below, kids of all ages said they MOST wanted to watch Harry Potter around Halloween.

What movie or special would you MOST like to watch around Halloween? (Pick one)

	K6 to 8	K9 to 11	K12 to 14
Harry Potter	20%	21%	22%
The Nightmare Before Christmas	7%	13%	15%
Garfield's Halloween Adventure	11%	10%	7%
Beetlejuice.	8%	9%	9%
Double Double, Toil, and Trouble (Olsen Twins).	4%	6%	8%
It's The Great Pumpkin Charlie Brown.	8%	5%	6%
The Flintstones Meet Ruckula and Frankenstone.	6%	4%	2%
Alvin and the Chipmunks Meet the Wolfman.	3%	3%	3%
Caspter Meets Wendy.	3%	3%	3%
The Wizard of Oz.	6%	2%	2%

Source: This information was obtained from the Halloween survey on YTV.com conducted in September 2006. A total of 3,019 respondents aged 6 to 14 participated in the survey; split by gender (59% boys & 41% girls).

KID TRENDS

[Back to top](#) [Print this page](#)

New in 3D DVDs

Sony will be re-releasing the slightly spooky movie, **Monster House**, in 3D this October—just in time for Halloween and right before its DVD release on October 24th.

A 'Sweet' Video Game

Candy and video games have a lot in common. They're both items that kids spend their "hard earned" allowance

on—although video games and other electronic items have taken a bite out of the confectionary industry with more kids saving for the higher ticket items these days. So candy giant Willy Wonka (Nestle) has come out with the "**WonkaZoid**", a portable electronic video game/candy dispenser. The games include "SweeTarts Oompa Candy Flip," "Nerds Hockey," "Shockers Shockball Showdown", and "Nerds Freeze Tag." For about \$10 these refillable candy video games will be available in candy shops and Toys R Us stores this month.

No buff?

For those who are Staying Alive, Travolta style; feeling like a survivor in the wild; or thugging it in their upper-middle class suburb Buff's original "multifunctional" headwear is there. The beauty of **Buff** is its diversity as it serves as a beanie, headband, pirate-style cap, hair band, bandana, wristband...and the list goes on. Much better than the boring ol' handkerchief around the neck trend.

Buff started in Iqualada Spain in 1992 but it's only now that it's becoming obvious on the streets, especially on the Montreal scene.

Sleepover Soundtrack

The High School Musical craze brought back the idea of wholesome entertainment, taking the spotlight away from the rap stars with their questionable lyrics. The newest group to join this wholesome trend is **The Slumber Party Girls**. This fun and fearless all girl band are set to launch an empire with their acting, singing and dancing. Watch out for them when their first single hits iTunes in August shortly followed by a TV hosting gig, national tour, CD and more.

Speaking of a more wholesome sound; country music has come back in a BIG way. Half of the top selling albums this year have been country inspired with more country artists still set to release their albums. Carrie Underwood has gained so much popularity she has previous Idol pop-star Kelly Clarkson shaking in her cowboy boots...

Mainstream Manga

This fall Tokyopop is launching **Manga Chapters** and **Manga Readers** illustration-heavy manga-style chapter books for kids learning to read. Titles include "The Grosse Adventures: The Good, The Bad & The Gassy"; "Agent Boo: The Littlest Agent" and "Mail Order Ninja." The goal is to "promote language and literacy skills while entertaining and encouraging exploration and imagination," but Tokyopop is also hoping these series will "help librarians and teachers understand the value of manga."

[Click here](#) to see the complete YTV Kid Trend Report

NEWS FROM SALES & CO-MARKETING

[Back to top](#) [Print this page](#)

Programming News:

New  Daypart Launched September 9th

CRUNCH is the new hosted cartoon block, Saturday mornings from 7am to noon, aimed at kids 6 to 12 years old. CRUNCH incites kids to "Take Back Saturday Morning" and liberate them from their regular school week, filled

with homework, chores, appointments and serious parent negotiations. With his playful style, **host AJAY Fry** gets kids to just laugh and be a kid while enjoying their Saturday morning cartoons.

A breadth of integration opportunities are available on-air including; hosted interstitials, contests, junkets, kid polls, and animated elements. On-line kids will be invited to submit their own artwork or writing, create mash ups, or shout outs to the other hosted blocks. On the web, through message boards, blogs and personalized YTV CRUNCH birthday jokes, kids will all unite in the name of fun. Long Live CRUNCH!

Series Premiere:

After much anticipation, *WEIRD YEARS* will kick off on YTV on Monday, Nov. 6th at 8:30 pm. This is a hilarious new series about Donko Dorcovitch and his eccentric family as they deal with life and transition in North America. To launch the series, YTV will also have an evening full of programs featuring other YTV dysfunctional families. The line-up will include favorites such as *Fairly OddParents*, *Being Ian*, *The Fresh Prince of Bel Air*, and *Malcolm in the Middle*.



November is Movie Month:

November is a huge month for **ZAPX** movie premieres. The entire month will be dedicated to all things Hollywood and this month YTV is launching **3 EXCLUSIVE CANADIAN PREMIERES** including:

- **A Cinderella Story** starring Hilary Duff, on Sunday Nov. 5th @ 6pm
- **Catch That Kid**, on Sunday Nov. 12th @ 6pm
- **Drake & Josh Go Hollywood**, on Sunday Nov. 19th @ 6pm

And, on November 26th, YTV will kick off its Holiday season with Christmas themed specials including *Casper's Haunted Christmas*, *Richie Rich's Christmas Wish* and *Home Alone*.



For more info on Fall Sponsorship packages contact your Account Manager or visit YTVmedia.com.

Co-Viewing News

YTV's reach and AMA for adults 18-49 continues to grow. Our research tells us that parents who watch TV with their children (we call that "Co-Viewing") are:



- more likely to **see** the ad
- more likely to **recall** the ad, and
- more likely to have a **positive perception** of the brand advertised

And to meet the demands of an ever-growing adult audience, YTV has added shows like *Malcolm in the Middle* among others to an already great line-up! Check out the **attached** for some key facts you should know about YTV and A18 to 49. And when planning your next media buy, remember that YTV is not just for kids.

Digital News

Did you know that since 2001, **Digital subscriber growth has grown 168%**! So, you might ask...what's on the horizon? Digital TV subscribers are estimated to total 5.9 million by the end of 2006. As well, both AMA and reach growth are mirroring subscriber growth. And, contrary to the belief that the influx of new Digis to the media scene would only cause viewing fragmentation, data shows that viewers in **Digital households are actually watching more TV; 19% more!**

With the growing penetration of Digis in households and its growing popularity, keep Discovery Kids top of mind when executing your Kid buys.

For more info on Discovery Kids [click here](#) or contact your [Account Manager](#)

Tell Us How We're Doing

Do you enjoy receiving the Take Note newsletter? We'd love to hear your [suggestions](#) on how to make this newsletter more useful to kid marketers.

Next Newsletter

Watch out in November for the next issue of Take Note for more findings from YTV.

[Back to top](#) [Print this page](#)

Download a printable format [here](#).

[Unsubscribe](#) if you no longer wish to receive this email.

