

# Nickelodeon and Disney Channel Are Hot with Kids

## Kids Rank the Most Popular Gender-Neutral Licenses

by Nancy Zwiers, CEO of Funosophy, Inc.

How different are 6–8-year-old kids from 9–11-year-old tweens when it comes to top licensed properties? That's just what the KidzEyes/Funosophy Spring License Tracker Survey set out to uncover. The survey, conducted with more than 8,000 boys and girls ages 6–17 from across the country, ranks the popularity of the top 50 boy, girl, and gender-neutral licenses on the market today. This portion of the survey focuses on the results of the top gender-neutral licenses according to kids ages 6–11.

### Gender-Neutral Properties Tested

The survey included three different lists of the top evergreen licenses on the market today: the top boy properties for boys' ratings; the top girl properties for girls' ratings; and the top gender-neutral properties for ratings among both girls and boys. Licenses included on this year's gender-neutral list included the following TV shows, TV channels, characters, movies, and websites:

American Idol  
Cartoon Network  
Club Penguin  
Harry Potter  
High School Musical  
Looney Tunes  
Nickelodeon  
Pirates of the Caribbean  
Scooby Doo  
SpongeBob SquarePants  
The Disney Channel  
The Naked Brothers Band  
The Simpsons  
The Suite Life of Zach and Cody

### Pirates, Channels Top the Gender-Neutral List

Kids ages 6–11 predicted summer-sizzler *Pirates of the Caribbean: At World's End* would be the most popular gender-neutral property in the next several months. Interestingly, two kids' TV channels, Nickelodeon and Disney Channel, made the No. 2 and No. 3 spots. Properties from each channel, Nickelodeon's *SpongeBob SquarePants* and Disney's *The Suite Life of Zack and Cody*, round out the top five.

### In Summary

*Pirates of the Caribbean: At World's End* is definitely the movie to beat this summer, but the kids' networks are also resonating. Nickelodeon, Disney, and Cartoon Network are hot, as are TV shows, such as *SpongeBob SquarePants*, *The Suite Life of Zack & Cody*, and *American Idol*.

Nancy Zwiers is CEO of kids' marketing firm Funosophy, Inc. This survey was conducted by Funosophy and its research partner, KidzEyes, among a nationally representative sample of more than 8,000 boys and girls ages 6–17.

### Boys and Girls, Ages 6-11

HOW POPULAR DO YOU THINK PRODUCTS FEATURING THESE ARE GOING TO BE IN THE NEXT SEVERAL MONTHS AMONG KIDS YOUR AGE?

TOP FIVE "VERY POPULAR" RESPONSES WERE:

1. PIRATES OF THE CARIBBEAN
2. NICKELODEON
3. DISNEY CHANNEL
4. SPONGEBOB SQUAREPANTS
5. THE SUITE LIFE OF ZACK & CODY

### Younger Kids, Ages 6-8

HOW POPULAR DO YOU THINK PRODUCTS FEATURING THESE ARE GOING TO BE IN THE NEXT SEVERAL MONTHS AMONG KIDS YOUR AGE?

TOP FIVE "VERY POPULAR" RESPONSES WERE:

1. SPONGEBOB SQUAREPANTS
2. NICKELODEON
3. DISNEY CHANNEL
4. PIRATES OF THE CARIBBEAN
5. CARTOON NETWORK

### Older Kids, Ages 9-11

HOW POPULAR DO YOU THINK PRODUCTS FEATURING THESE ARE GOING TO BE IN THE NEXT SEVERAL MONTHS AMONG KIDS YOUR AGE?

TOP FIVE "VERY POPULAR" RESPONSES WERE:

1. PIRATES OF THE CARIBBEAN
2. AMERICAN IDOL
3. DISNEY CHANNEL
4. NICKELODEON
5. THE SUITE LIFE OF ZACK & CODY