

November 5, 2016

Hillary Clinton is the Winner of Nickelodeon's Kids Pick the President "Kids' Vote"

Clinton Secures 53% of the More Than 900,000 Total Votes Cast

NEW YORK--(BUSINESS WIRE)-- The votes are in and kids nationwide have chosen Hillary Clinton as the winner of Nickelodeon's 2016 [Kids Pick The President](#) "Kids' Vote." Democratic candidate Hillary Clinton received 53% of the vote, followed by Republican candidate Donald Trump with 36%. Third party candidate Gary Johnson earned 11%. A total of 905,928 kids cast their virtual ballot in Nick's online poll as part of the network's *Kids Pick the President* initiative, which is designed to amplify kids' voices and opinions and raise their awareness of the electoral process.

Kids were able to cast their votes online from Oct. 28 to 9:23 p.m. ET on Nov. 5. The results were announced across Nickelodeon's platforms tonight at 9:34 p.m. ET. One vote was tabulated per household device.

Since 1988, kids have correctly chosen the next U.S. president for six out of the last seven presidential elections (having chosen Kerry over Bush in 2004). The *Kids Pick the President* "Kids' Vote" is an informal non-scientific poll, meant for entertainment purposes only.

[Kidspickthepresident.com](#) served as the official website for the *Kids Pick the President* campaign. The fully interactive website enables kids to learn about the candidates; weigh in on the election process and the race's issues in real time via a heat map; and play an interactive quiz to determine what kind of president they would be, and more.

Nickelodeon, now in its 37th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, digital, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated basic cable network for 20 consecutive years. For more information or artwork, visit [www.nickpress.com](#). Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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