

VIEWER PROFILE



TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:

Family Union	160 or 60% more likely to watch (than the general population)
Pastoral Pride	161 or 61% more likely to watch
Cultural Connections	258 or 158% more likely to watch



GENDER

Male:	42%
Female:	58%



HOME OWNERSHIP

Own Home:	49%
Rent:	48%



HOUSEHOLD INCOME

\$100K+:	16%
\$75K - \$99,999:	12%
\$50K - \$74,999:	14%
\$30K - \$49,999:	36%



AGE

18 - 34:	30%
35 - 54:	32%
55+:	38%



EDUCATION

Graduated College:	18%
Some College:	27%



PRESENCE OF CHILDREN

1+ Child in HH:	43%
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MARITAL STATUS

Single (Never Married):	32%
Married:	47%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: NBC Universo. *Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

FEATURED PROGRAMS

- 12 Corazones
- WWE Raw
- LATINIX NOW
- The Riveras
- Premiere League
- I Love Jenni
- Larrymania
- The Walking Dead
- Sons of Anarchy

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.




UNIVERSO

NBC UNIVERSO gives fans an exclusive look into the thrilling new line-up of adrenaline-filled sports, bold dramas, the hottest music and new season of their favorite shows.