

VIEWER PROFILE



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

Families in Motion	159 or 59% more likely to watch (than the general population)
Cultural Connections	158 or 58% more likely to watch
Aspirational Fusion	252 or 152% more likely to watch



GENDER

Male:	33%
Female:	67%



HOME OWNERSHIP

Own Home:	48%
Rent:	46%



HOUSEHOLD INCOME

\$100K+:	18%
\$75K - \$99,999:	12%
\$50K - \$74,999:	15%
\$30K - \$49,999:	29%



AGE

18 - 34:	43%
35 - 54:	40%
55+:	17%



EDUCATION

Graduated College:	18%
Some College:	28%



PRESENCE OF CHILDREN

1+ Child in HH:	56%
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MARITAL STATUS

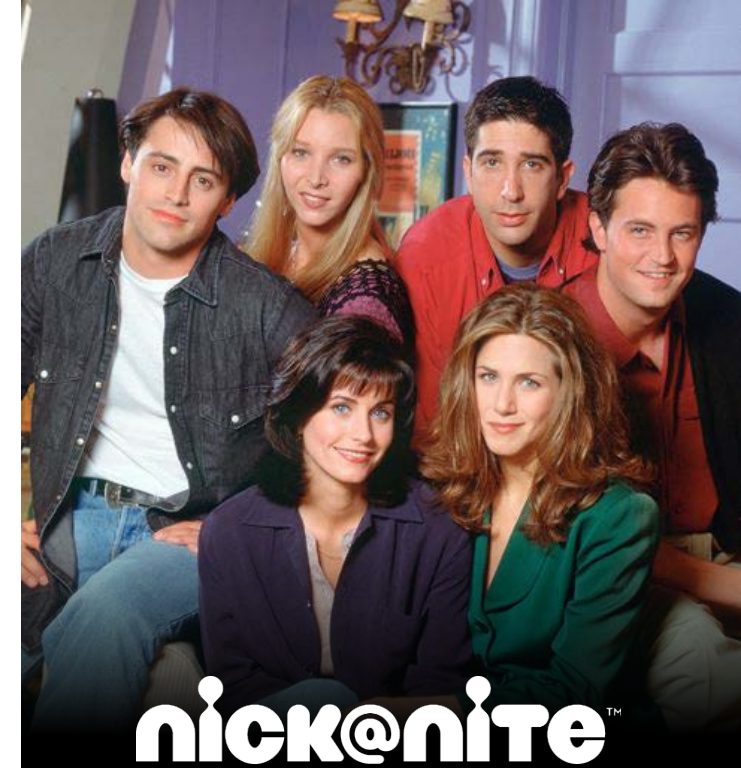
Single (Never Married):	44%
Married:	41%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: Nick at Nite. *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

- Friends
- George Lopez
- Full House
- Mom
- The King of Queens
- Awkwafina is Nora from Queens

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



nick@nite™

Nick at Nite is Nickelodeon's nighttime programming block that features popular hit family comedies. because it shares channel space with Nickelodeon, some of Nick at Nite's programming – mainly programs that lead off the lineup each night – is aimed at preteens and adolescents between 8 and 16 years of age.