

## VIEWER PROFILE



### GENDER

Male:	46.6%
Female:	53.4%



### HOUSEHOLD INCOME

\$100K+:	15.7%
\$75K - \$99,999:	8.4%
\$50K - \$74,999:	13.9%
\$30K - \$49,999:	31.5%



### EDUCATION

Graduated College:	17.8%
Some College:	26.6%



### HOME OWNERSHIP

Own Home:	48.9%
Rent:	48.1%



### AGE

18 – 34:	27.3%
35 – 54:	34.6%
55+:	38.2%



### PRESENCE OF CHILDREN

1+ Child in HH:	43.5%
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### MARITAL STATUS

Single (Never Married):	28.7%
Married:	50.7%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: NBC Universo.

## FEATURED PROGRAMS

- El Vato
- 12 Corazones
- WWE Raw
- Larrymania
- Premiere League
- I Love Jenni
- WWE Smackdown
- The Walking Dead
- Top Chef Mexico

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

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**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.