

VIEWER
PROFILE



GENDER

Male: **39.4%**
Female: **60.6%**



HOUSEHOLD INCOME

\$100K+: **15.6%**
\$75K - \$99,999: **11.4%**
\$50K - \$74,999: **16.0%**
\$30K - \$49,999: **29.2%**



EDUCATION

Graduated College: **18.0%**
Some College: **30.4%**



HOME OWNERSHIP

Own Home: **52.7%**
Rent: **42.4%**



AGE

18 – 34: **45.5%**
35 – 54: **38.3%**
55+: **16.2%**



PRESENCE OF CHILDREN

1+ Child in HH: **67.2%**



MARITAL STATUS

Single (Never Married): **39.6%**
Married: **46.2%**

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

FEATURED
PROGRAMS

- SpongeBob SquarePants
- Every Witch Way
- The Thundermans
- Dora and Friends: Into the City
- Nicky, Ricky, Dicky & Dawn
- 100 Things to Do Before High School
- Make it Pop
- Harvey Beaks

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



nickelodeon

Nickelodeon 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, online, recreation, books and feature films.

VIEWER PROFILE



AGE

18 – 34:	33.3%
35 – 64:	43.8%
65+:	2.3%



GENDER

Male:	44.3%
Female:	55.7%



HOUSEHOLD INCOME

\$25K - \$39,999:	9.2%
\$40K - \$74,999:	21.6%
\$75K+:	57.6%



PRESENCE OF CHILDREN

1 or more in HH:	80.5%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

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