

VIEWER PROFILE



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

Families in Motion	135 or 35% more likely to watch (than the general population)
Cultural Connections	168 or 68% more likely to watch
Aspirational Fusion	215 or 115% more likely to watch



GENDER

Male:	36%
Female:	64%



HOME OWNERSHIP

Own Home:	48%
Rent:	46%



HOUSEHOLD INCOME

\$100K+:	18%
\$75K - \$99,999:	14%
\$50K - \$74,999:	15%
\$30K - \$49,999:	28%



AGE

18 - 34:	47%
35 - 54:	38%
55+:	15%



EDUCATION

Graduated College:	19%
Some College:	29%



PRESENCE OF CHILDREN

1+ Child in HH:	66%
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MARITAL STATUS

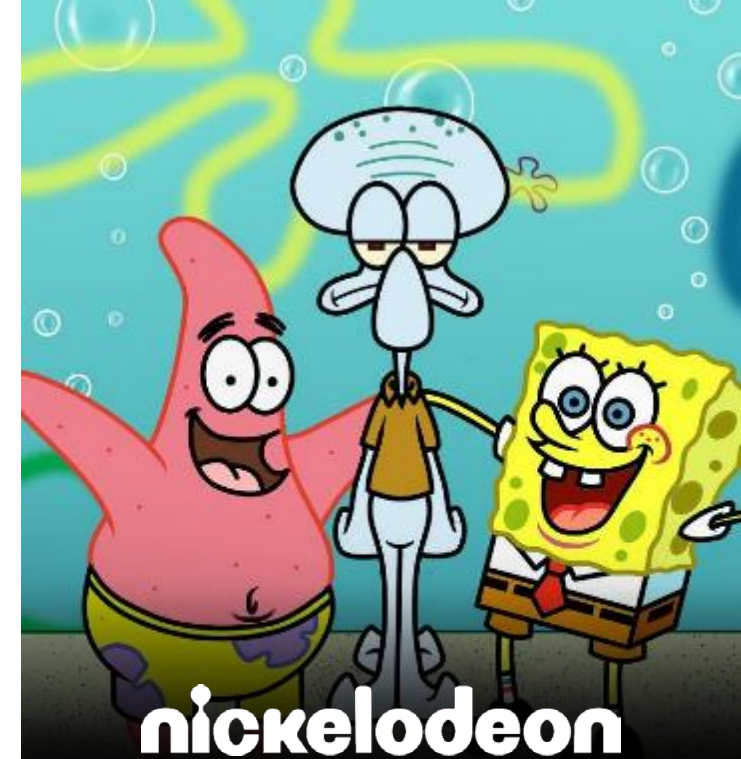
Single (Never Married):	41%
Married:	46%

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

- SpongeBob SquarePants
- PAW Patrol
- Buggle Guppies
- It's Pony
- The Loud House
- Blaze and the Monster Machines
- The Casagrandes
- Tyler Perry's Young Dylan
- Blue's Clues and You

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 for their DIGITAL PROPERTY



AGE:

18 – 34:	40%
35 – 64:	43%
65+:	2%



GENDER

Male:	38%
Female:	62%



HOUSEHOLD INCOME

\$25K – \$99,999:	8%
\$40K–\$74,999:	23%
\$75K+	56%



CHILDREN

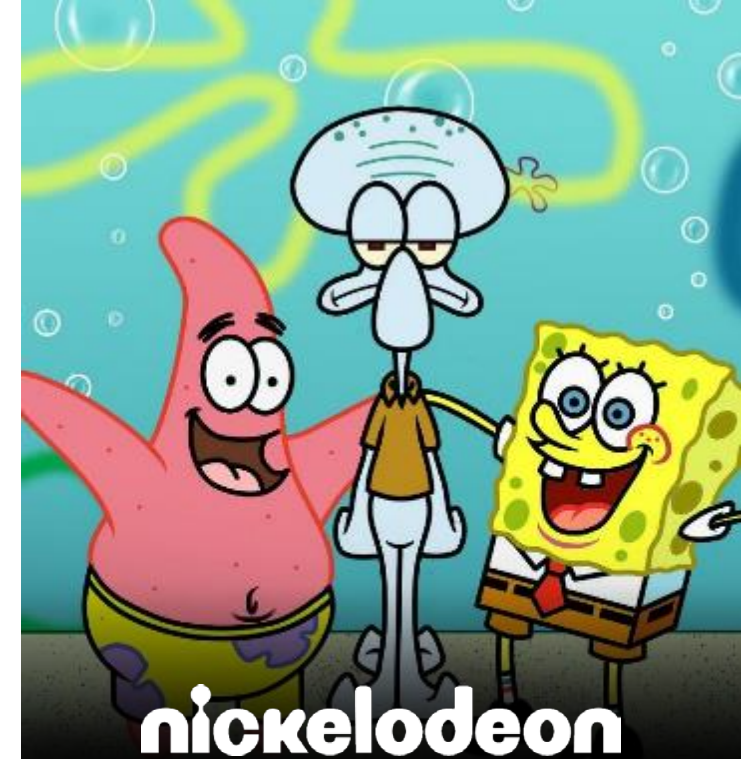
1 or more in HH:	77%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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