

VIEWER PROFILE



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

Family Union	201 or 101% more likely to watch (than the general population)
Cultural Connections	332 or 232% more likely to watch
Aspirational Fusion	182 or 82% more likely to watch



GENDER

Male:	47%
Female:	53%



HOME OWNERSHIP

Own Home:	46%
Rent:	48%



HOUSEHOLD INCOME

\$100K+:	13%
\$75K - \$99,999:	13%
\$50K - \$74,999:	14%
\$30K - \$49,999:	38%



AGE

18 – 34:	23%
35 – 54:	29%
55+:	48%



EDUCATION

Graduated College:	17%
Some College:	29%



PRESENCE OF CHILDREN

1+ Child in HH:	35%
-----------------	-----



MARITAL STATUS

Single (Never Married):	26%
Married:	53%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, 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
- La Frontera
- The Riveras
- Premiere League
- I Love Jenni
- Larrymania
- Caso Cerrado
- ¿Quién da más?

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



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.