

VIEWER PROFILE



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

Families in Motion	170 or 70% more likely to watch (than the general population)
Aspirational Fusion	203 or 103% more likely to watch
Thrifty Habits	194 or 94% more likely to watch



GENDER

Male:	39%
Female:	61%



HOME OWNERSHIP

Own Home:	52%
Rent:	44%



HOUSEHOLD INCOME

\$100K+:	20%
\$75K - \$99,999:	16%
\$50K - \$74,999:	14%
\$30K - \$49,999:	23%



AGE

18 – 34:	42%
35 – 54:	38%
55+:	20%



EDUCATION

Graduated College:	19%
Some College:	33%



PRESENCE OF CHILDREN

1+ Child in HH:	53%
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MARITAL STATUS

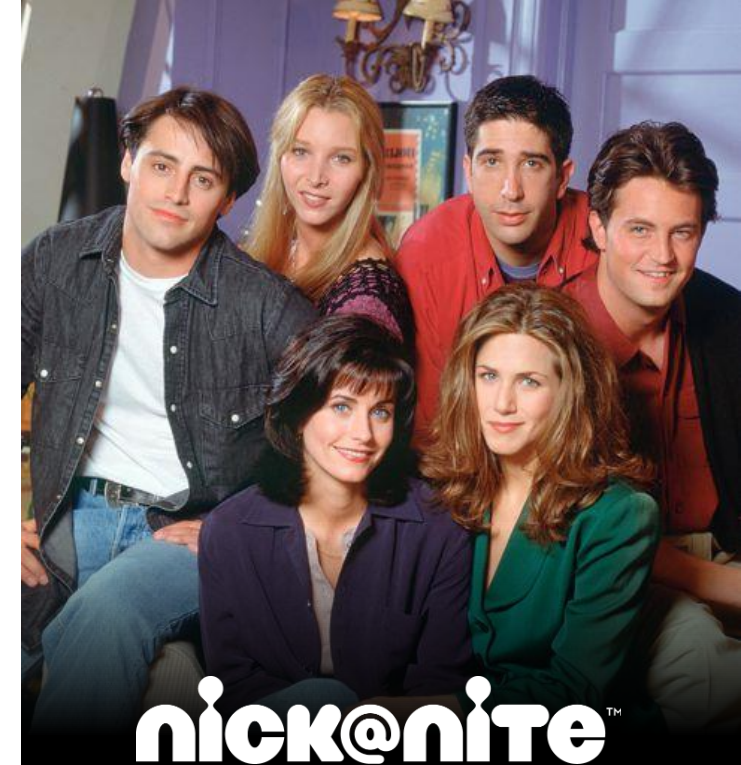
Single (Never Married):	41%
Married:	44%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, 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
- Young Sheldon
- Full House
- Mom
- Spongebob
- Movies

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.