



**Description**

Nick at Nite is Nickelodeon's nighttime programming block that features popular hit family comedies including the Emmy Award-winning series Home Improvement, George Lopez, and The Fresh Prince of Bel-Air, as well as Roseanne, one of the most celebrated sitcoms in TV history.

**Format**

Entertainment

Gender	Col %	Index
Male	40.2	84
Female	59.8	115

Age	Col %	Index
18-34	43.5	148
18-49	70.1	124
25-54	62.3	114
35-64	51.9	98
50 +	29.9	69

Education	Col %	Index
High School Grad or Less	61.4	137
Some College (No Degree)	22.9	74
College Graduate	11.8	90
Beyond College Degree	3.9	35

Race	Col %	Index
White	68.5	83
African American	29.8	203
Other	1.7	55

Household Income	Col %	Index
0-\$19,999	5.9	62
\$20,000-\$29,999	14.4	133
\$30,000-\$39,999	21.8	142
\$40,000-\$49,999	9.9	94
\$50,000-\$74,999	23.6	126
\$75,000-\$99,999	8.6	55
\$100,000-\$149,999	11.2	87
\$150,000-\$249,999	2.7	55
\$250,000 +	1.8	114

Children	Col %	Index
Yes	54.8	135
No	45.2	76

Networks Viewed	Col %	Index
Discovery	65.3	202
TNT	63.8	215
ABC Family	60.5	375
TBS	59.5	211
Comedy Central	58.4	278
Lifetime	57.8	319
Oxygen	53.0	367
FOOD	51.3	240
Lifetime Movie	50.2	286
History	49.8	159

Source: St. Louis Scarborough Aug08-Jul09

