



Description

Launched in 1979, Nickelodeon has grown to become the most-watched television network by kids in the United States and basic cable's number-one network overall. Nickelodeon offers an innovative and diverse blend of original series programming, including comedy, adventure, variety, news and game shows created just for kids.

Format

Children, Entertainment

Gender	Col %	Index
Male	48.1	100
Female	51.9	100

Age	Col %	Index
18-34	42.8	146
18-49	76.9	136
25-54	64.5	119
35-64	51.3	97
50 +	23.1	53

Education	Col %	Index
High School Grad or Less	62.1	139
Some College (No Degree)	18.8	61
College Graduate	11.6	88
Beyond College Degree	7.5	67

Race	Col %	Index
White	74.2	90
African American	23.1	158
Other	2.7	84

Household Income	Col %	Index
0-\$19,999	10.4	109
\$20,000-\$29,999	12.7	116
\$30,000-\$39,999	17.3	113
\$40,000-\$49,999	9.6	91
\$50,000-\$74,999	23.6	126
\$75,000-\$99,999	8.8	56
\$100,000-\$149,999	10.0	78
\$150,000-\$249,999	6.3	128
\$250,000 +	1.2	79

Children	Col %	Index
Yes	61.2	150
No	38.8	65

Networks Viewed	Col %	Index
Discovery	55.2	171
TBS	50.2	178
Comedy Central	49.0	233
TNT	48.4	163
Cartoon	47.7	370
Nick at Nite	46.9	690
ABC Family	45.4	282
History	42.3	135
Weather Channel	42.1	140
ESPN	41.9	142

Source: St. Louis Scarborough Aug08-Jul09

