

Network Details



Nickelodeon celebrates kids by putting them first in everything we do! At Nick, we believe kids are empowered and live their lives as an adventure! They love being kids, and love to stay on the cutting edge too, so we give them what they want most—excellent programming centered around our world famous Nicktoons and live-action originals—and give them the latest in pop culture. Nickelodeon is kids' home base on the TV dial, where they revel in the adventures of being a kid.

Age

18-34 47%

35-54 41%

55+ 12%

Gender

Men 39%

Women 61%

Education

College Grad + 19%

Attended College 31%

Household Income

\$75K + 30%

\$50K – \$74,999 22%

\$30K – \$49,999 23%

Home Ownership

Own Home 70%

Rent Home 30%

Presence of Children

1 + Child in Household 72%

Median Age 36

Median Household Income \$52,000