

VIEWER PROFILE



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

| | |
|--------------------------|---|
| Middle-Class Melting Pot | 151 or 51% more likely to watch (than the general population) |
| Family Union | 328 or 228% more likely to watch |
| Cultural Connections | 554 or 454% more likely to watch |



GENDER

| | |
|---------|-----|
| Male: | 37% |
| Female: | 63% |



HOME OWNERSHIP

| | |
|-----------|-----|
| Own Home: | 42% |
| Rent: | 54% |



HOUSEHOLD INCOME

| | |
|-------------------|-----|
| \$100K+: | 7% |
| \$75K - \$99,999: | 10% |
| \$50K - \$74,999: | 14% |
| \$30K - \$49,999: | 37% |



AGE

| | |
|----------|-----|
| 18 - 34: | 30% |
| 35 - 54: | 43% |
| 55+: | 27% |



EDUCATION

| | |
|--------------------|-----|
| Graduated College: | 9% |
| Some College: | 20% |



PRESENCE OF CHILDREN

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



MARITAL STATUS

| | |
|-------------------------|---|
| Single (Never Married): | % |
| Married: | % |

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: Galavision. *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

- Nosotros los Guapos
- El Chavo
- La Familia P. Luche
- Chespirito
- La Rosa de Guadalupe
- Nosotros los Guapos
- Más curiosidades
- UEFA Europa League
- El Gordo y La Flaca

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



Galavisión is a leading Spanish-language cable network. Galavision is made for the entire family, enabling co-viewing and delivering laugh-out-loud comedies and family dramas that our audience craves. Each week, The network is committed to providing a live, direct connection to the people, places and events that matter most to Hispanic America.