

## VIEWER PROFILE



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

Autumn Years	137 or 37% more likely to watch (than the general population)
Blue Sky Boomers	134 or 34% more likely to watch
Pastoral Pride	132 or 32% more likely to watch



### GENDER

Male:	39%
Female:	61%



### HOME OWNERSHIP

Own Home:	64%
Rent:	31%



### HOUSEHOLD INCOME

\$100K+:	21%
\$75K - \$99,999:	12%
\$50K - \$74,999:	16%
\$30K - \$49,999:	28%



### AGE

18 - 34:	21%
35 - 54:	31%
55+:	48%



### EDUCATION

Graduated College:	20%
Some College:	31%



### PRESENCE OF CHILDREN

1+ Child in HH:	28%
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### MARITAL STATUS

Single (Never Married):	26%
Married:	50%

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

- Get a Clue
- America Says
- Common Knowledge
- Catch 21
- Family Fued
- Idiotest
- The Chase
- Match Game
- Emogenius

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



GSN is a multimedia entertainment company that offers original and classic game programming and competitive entertainment via television network and online game sites. GSN's cross-platform content gives game lovers the opportunity to win cash and prizes, whether through GSN's popular TV game shows or through GSN Digital's free casual games, mobile and social games, and cash competitions.