

## VIEWER PROFILE



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

Suburban Style	181 or 81% more likely to watch (than the general population)
Pastoral Pride	187 or 87% more likely to watch
Aspirational Fusion	205 or 105% more likely to watch



### GENDER

Male:	26%
Female:	74%



### HOME OWNERSHIP

Own Home:	55%
Rent:	41%



### HOUSEHOLD INCOME

\$100K+:	17%
\$75K - \$99,999:	12%
\$50K - \$74,999:	16%
\$30K - \$49,999:	29%



### AGE

18 - 34:	17%
35 - 54:	35%
55+:	48%



### EDUCATION

Graduated College:	20%
Some College:	36%



### PRESENCE OF CHILDREN

1+ Child in HH:	33%
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### MARITAL STATUS

Single (Never Married):	31%
Married:	42%

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

- The Haves and The Have Nots
- David Makes Man
- Greenleaf
- Super Soul Sunday
- If Loving You is Wrong
- Black Love
- Love Goals
- Queen Sugar
- Ready to Love

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



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## VIEWER PROFILE for their DIGITAL PROPERTY



### AGE:

18 – 34:	22%
35 – 64:	61%
65+:	12%



### GENDER

Male:	27%
Female:	73%



### HOUSEHOLD INCOME

\$25K – \$99,999:	6%
\$40K–\$74,999:	22%
\$75K+	60%



### CHILDREN

1 or more in HH:	51%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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