

VIEWER PROFILE



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

Blue Sky Boomers	151 or 51% more likely to watch (than the general population)
Families in Motion	148 or 48% more likely to watch
Pastoral Pride	178 or 78% more likely to watch



GENDER

Male:	46%
Female:	54%



HOME OWNERSHIP

Own Home:	65%
Rent:	32%



HOUSEHOLD INCOME

\$100K+:	20%
\$75K - \$99,999:	12%
\$50K - \$74,999:	17%
\$30K - \$49,999:	26%



AGE

18 - 34:	16%
35 - 54:	35%
55+:	49%



EDUCATION

Graduated College:	19%
Some College:	33%



PRESENCE OF CHILDREN

1+ Child in HH:	28%
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MARITAL STATUS

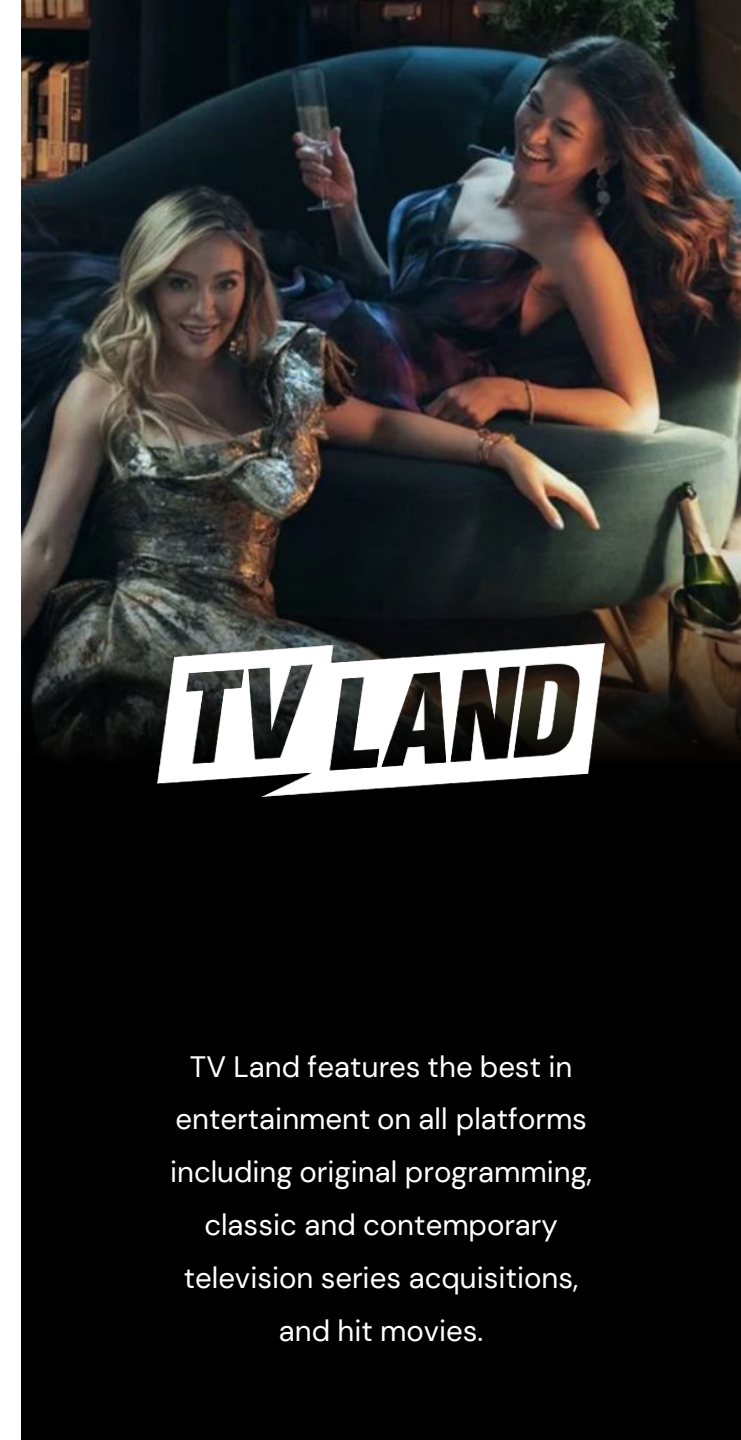
Single (Never Married):	28%
Married:	49%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Jnl8-My19, Adults 18+, Cable Networks Watched Past 7 Days: TV Land. *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

- Teachers
- Throwing Shade
- Younger
- Lopez
- Impastor
- The Soul Man
- Nobodies
- The Golden Girls
- Classic Sitcoms

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



TV Land features the best in entertainment on all platforms including original programming, classic and contemporary television series acquisitions, and hit movies.