

VIEWER PROFILE



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

Families in Motion	115 or 15% more likely to watch (than the general population)
Pastoral Pride	120 or 20% more likely to watch
Aspirational Fusion	149 or 49% more likely to watch



GENDER

Male:	49%
Female:	51%



HOME OWNERSHIP

Own Home:	62%
Rent:	34%



HOUSEHOLD INCOME

\$100K+:	23%
\$75K - \$99,999:	14%
\$50K - \$74,999:	17%
\$30K - \$49,999:	25%



AGE

18 - 34:	22%
35 - 54:	37%
55+:	41%



EDUCATION

Graduated College:	23%
Some College:	33%



PRESENCE OF CHILDREN

1+ Child in HH:	33%
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MARITAL STATUS

Single (Never Married):	29%
Married:	50%

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

- Cannonball
- The Biggest Loser
- Chrisley Knows Best
- The Sinner
- Queen of the South
- Straight Up Steve Austin
- Law & Order
- WWE Raw/NXT
- Temptation Island

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



USA Network, the leader in cable entertainment, offers a powerful stable of dramatic, comedic and unscripted original. The network also features spectacular live television, a dynamic portfolio of acquired series and the best in blockbuster theatrical films and entertainment events.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

18 – 34:	33%
35 – 64:	60%
65+:	7%



GENDER

Male:	61%
Female:	69%



HOUSEHOLD INCOME

\$25K – \$99,999:	12%
\$40K–\$74,999:	23%
\$75K+	52%



CHILDREN

1 or more in HH:	47%
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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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