

VIEWER PROFILE



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

Pastoral Pride	156 or 56% more likely to watch (than the general population)
Cultural Connections	173 or 73% more likely to watch
Aspirational Fusion	273 or 173% more likely to watch



GENDER

Male:	39%
Female:	61%



HOME OWNERSHIP

Own Home:	41%
Rent:	54%



HOUSEHOLD INCOME

\$100K+:	18%
\$75K - \$99,999:	12%
\$50K - \$74,999:	15%
\$30K - \$49,999:	28%



AGE

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



EDUCATION

Graduated College:	19%
Some College:	33%



PRESENCE OF CHILDREN

1+ Child in HH:	49%
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MARITAL STATUS

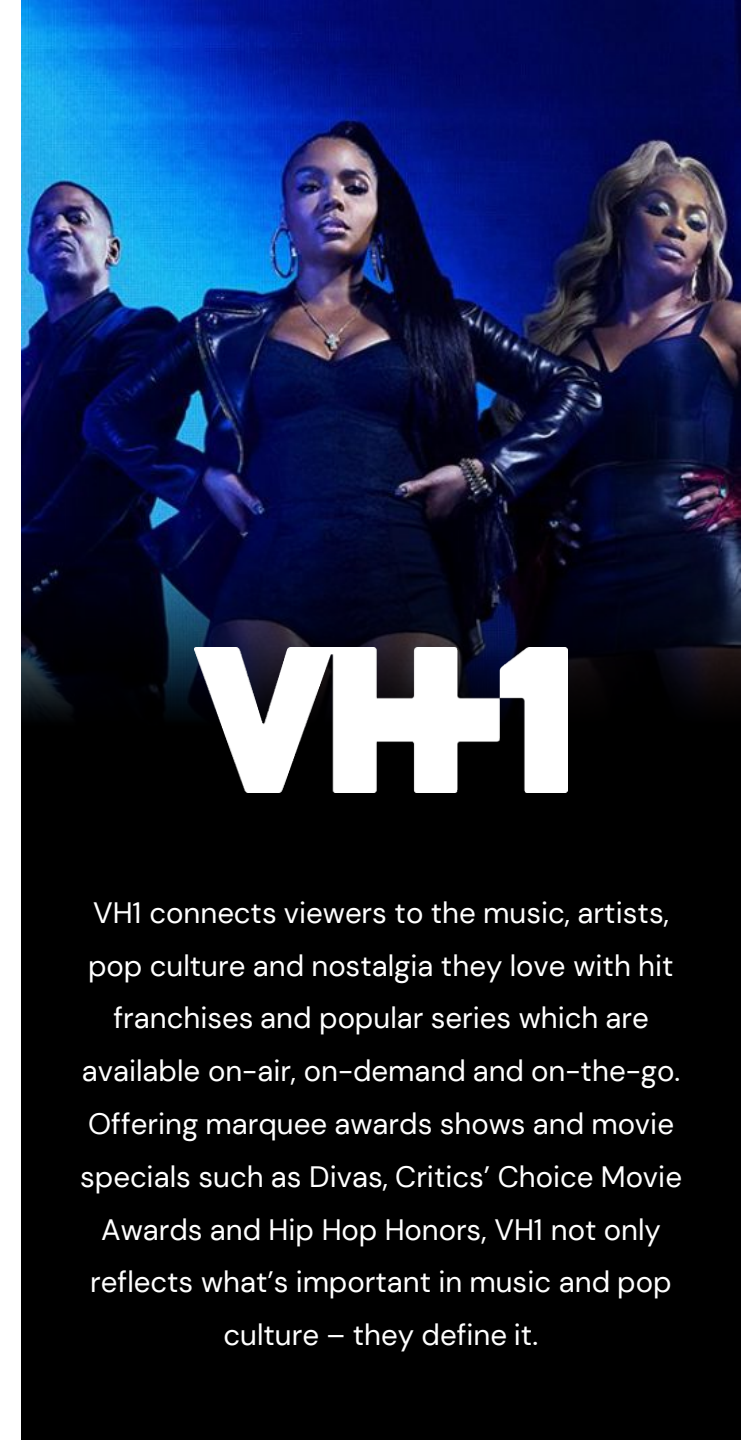
Single (Never Married):	47%
Married:	38%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: VH1. *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

- Love & Hip Hop
- Cartel Crew
- RuPaul's Drag Race
- Black Ink Crew
- T.I. & Tiny: Friends & Family Hustle
- Martha & Snoop's Potluck Party
- Hip Hop Squares
- Basketball Wives
- Girls Cruise

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



VH1 connects viewers to the music, artists, pop culture and nostalgia they love with hit franchises and popular series which are available on-air, on-demand and on-the-go. Offering marquee awards shows and movie specials such as Divas, Critics' Choice Movie Awards and Hip Hop Honors, VH1 not only reflects what's important in music and pop culture – they define it.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

18 – 34:	54%
35 – 64:	42%
65+:	3%



GENDER

Male:	28%
Female:	72%



HOUSEHOLD INCOME

\$25K – \$99,999:	16%
\$40K–\$74,999:	30%
\$75K+	37%



CHILDREN

1 or more in HH:	44%
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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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