

## VIEWER PROFILE



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

Booming With Confidence/Pastoral Pride	<b>120 or 20% more likely to watch (than the general population)</b>
Golden Year Guardians	<b>126 or 26% more likely to watch</b>
Suburban Style	<b>134 or 34% more likely to watch</b>



### GENDER

Male:	<b>48%</b>
Female:	<b>52%</b>



### HOME OWNERSHIP

Own Home:	<b>73%</b>
Rent:	<b>25%</b>



### HOUSEHOLD INCOME

\$100K+:	<b>28%</b>
\$75K - \$99,999:	<b>16%</b>
\$50K - \$74,999:	<b>16%</b>
\$30K - \$49,999:	<b>23%</b>



### AGE

18 – 34:	<b>10%</b>
35 – 54:	<b>31%</b>
55+:	<b>59%</b>



### EDUCATION

Graduated College:	<b>28%</b>
Some College:	<b>34%</b>



### PRESENCE OF CHILDREN

1+ Child in HH:	<b>25%</b>
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### MARITAL STATUS

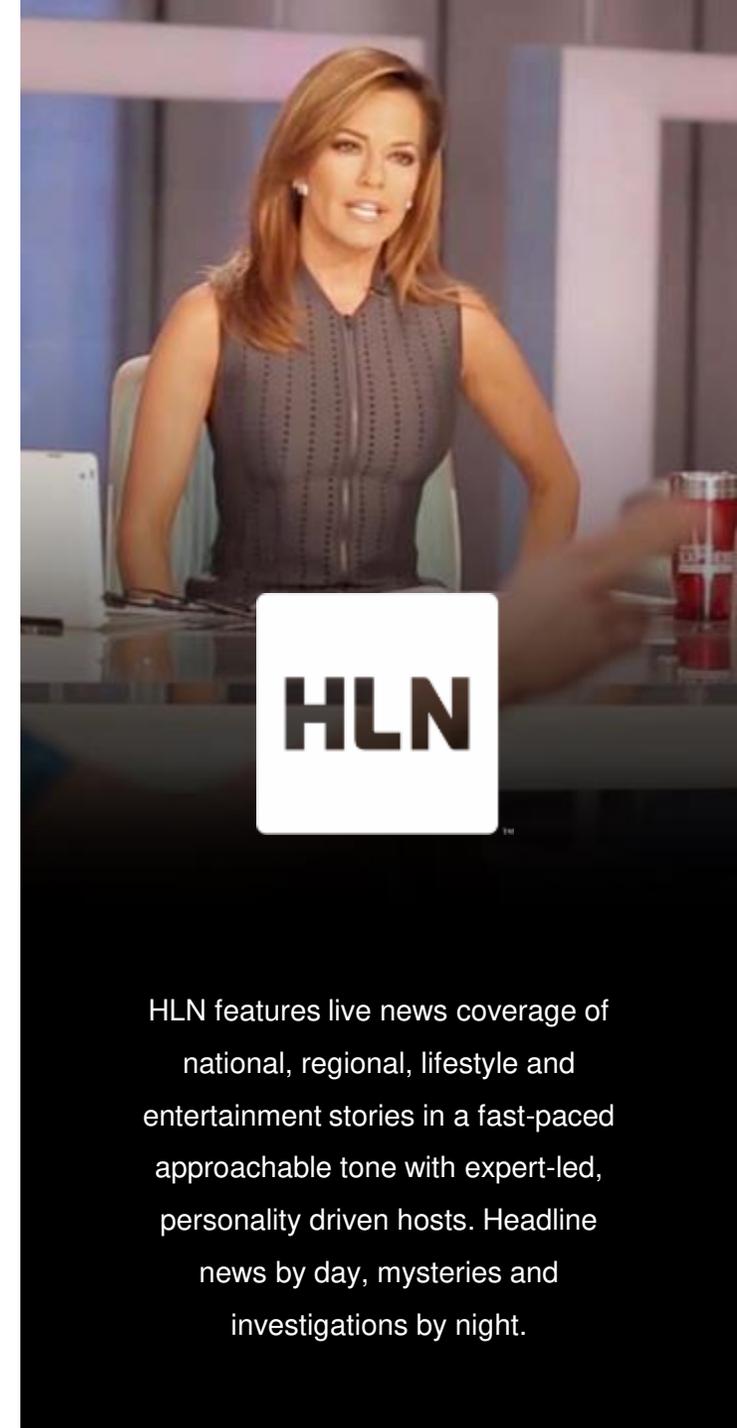
Single (Never Married):	<b>20%</b>
Married:	<b>54%</b>

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: CNN Headline News. \*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

- Morning Express with Robin Meade
- Very Scary People
- True Crime Live
- Forensic Files
- How It Really Happened
- Vengeance: Killer Neighbors
- Lies, Crimes & Video
- Death Row Stories
- Weekend Express

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



HLN features live news coverage of national, regional, lifestyle and entertainment stories in a fast-paced approachable tone with expert-led, personality driven hosts. Headline news by day, mysteries and investigations by night.