

## VIEWER PROFILE



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

|                     |   |
|---------------------|---|
| Power Elite         | 124 or 24% more likely to watch (than the general population) |
| Suburban Style      | 133 or 33% more likely to watch                               |
| Aspirational Fusion | 127 or 27% more likely to watch                               |



### GENDER

|         |     |
|---------|-----|
| Male:   | 33% |
| Female: | 67% |



### HOME OWNERSHIP

|           |     |
|-----------|-----|
| Own Home: | 61% |
| Rent:     | 37% |



### HOUSEHOLD INCOME

|                   |     |
|-------------------|-----|
| \$100K+:          | 29% |
| \$75K - \$99,999: | 14% |
| \$50K - \$74,999: | 17% |
| \$30K - \$49,999: | 22% |



### AGE

|          |     |
|----------|-----|
| 18 - 34: | 23% |
| 35 - 54: | 41% |
| 55+:     | 36% |



### EDUCATION

|                    |     |
|--------------------|-----|
| Graduated College: | 30% |
| Some College:      | 32% |



### PRESENCE OF CHILDREN

|                 |     |
|-----------------|-----|
| 1+ Child in HH: | 37% |
|-----------------|-----|



### MARITAL STATUS

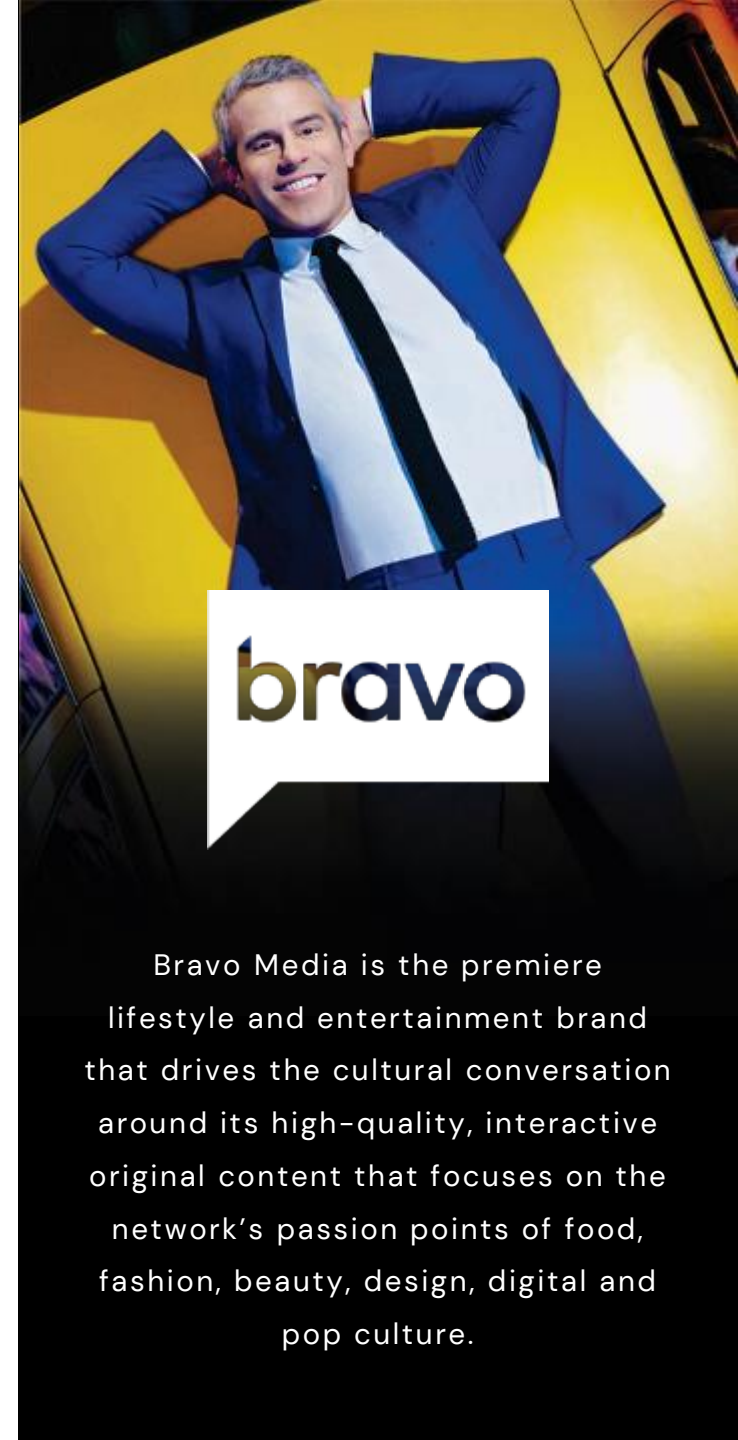
|                         |     |
|-------------------------|-----|
| Single (Never Married): | 30% |
| Married:                | 50% |

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: Bravo. \*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 Real Housewives
- Married to Medicine
- Million Dollar Listing
- Vanderpump Rules
- Cash Cab
- Watch What Happens Live
- Top Chef
- Below Deck
- Southern Charm

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



Bravo Media is the premiere lifestyle and entertainment brand that drives the cultural conversation around its high-quality, interactive original content that focuses on the network's passion points of food, fashion, beauty, design, digital and pop culture.

## VIEWER PROFILE for their DIGITAL PROPERTY



### AGE:

|          |     |
|----------|-----|
| 18 – 34: | 25% |
| 35 – 64: | 67% |
| 65+:     | 8%  |



### GENDER

|         |     |
|---------|-----|
| Male:   | 24% |
| Female: | 76% |



### HOUSEHOLD INCOME

|                   |     |
|-------------------|-----|
| \$25K – \$99,999: | 7%  |
| \$40K–\$74,999:   | 26% |
| \$75K+            | 64% |



### CHILDREN

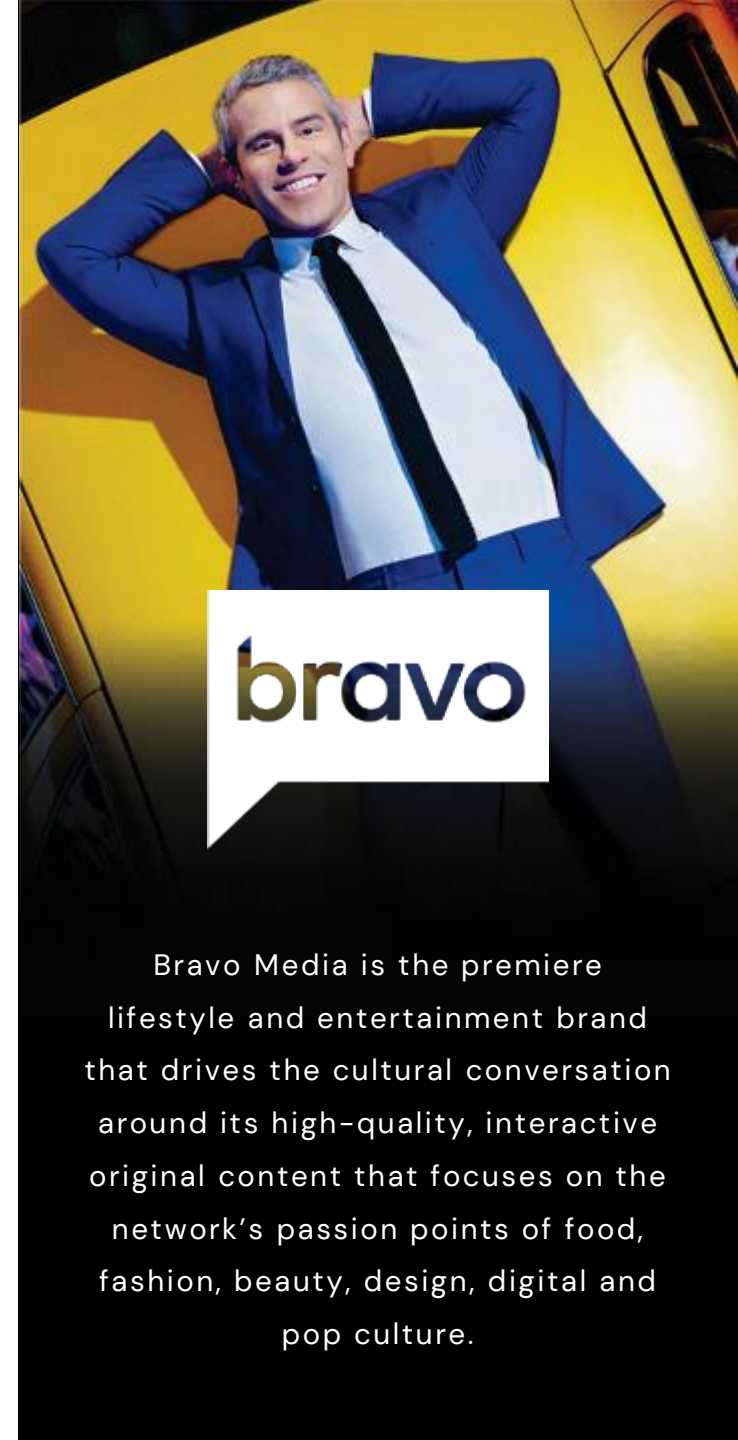
|                  |     |
|------------------|-----|
| 1 or more in HH: | 36% |
|------------------|-----|

Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

## FEATURED PROGRAMS

- The Real Housewives
- Married to Medicine
- Million Dollar Listing
- Vanderpump Rules
- Cash Cab
- Watch What Happens Live
- Top Chef
- Below Deck
- Southern Charm

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



Bravo Media is the premiere lifestyle and entertainment brand that drives the cultural conversation around its high-quality, interactive original content that focuses on the network's passion points of food, fashion, beauty, design, digital and pop culture.