

VIEWER PROFILE



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

Blue Sky Boomers	123 or 23% more likely to watch (than the general population)
Families in Motion	135 or 35% more likely to watch
Aspirational Fusion	137 or 37% more likely to watch



GENDER

Male:	56%
Female:	44%



HOME OWNERSHIP

Own Home:	60%
Rent:	37%



HOUSEHOLD INCOME

\$100K+:	22%
\$75K - \$99,999:	13%
\$50K - \$74,999:	17%
\$30K - \$49,999:	26%



AGE

18 - 34:	24%
35 - 54:	37%
55+:	39%



EDUCATION

Graduated College:	22%
Some College:	32%



PRESENCE OF CHILDREN

1+ Child in HH:	33%
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MARITAL STATUS

Single (Never Married):	32%
Married:	49%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: Syfy. *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 Magicians
- Van Helsing
- Wynona Earp
- Resident Alien
- Vagrant Queen
- Alien News Desk
- Chucky
- Futurama
- Harry Potter Movies

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



SYFY

SYFY is a global, multiplatform media brand that gives science fiction fans of all kinds a universe to call home.

Celebrating the genre in all its forms, SYFY super-serves passionate fans with original science fiction, fantasy, paranormal and superhero programming, live event coverage and imaginative digital and social content.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

18 – 34:	44%
35 – 64:	52%
65+:	3%



GENDER

Male:	61%
Female:	39%



HOUSEHOLD INCOME

\$25K – \$99,999:	10%
\$40K–\$74,999:	30%
\$75K+	49%



CHILDREN

1 or more in HH:	42%
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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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