

## VIEWER PROFILE



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

Middle-Class Melting Pot	112 or 12% more likely to watch (than the general population)
Families in Motion	117 or 17% more likely to watch
Aspirational Fusion	124 or 24% more likely to watch



### GENDER

Male:	33%
Female:	67%



### HOME OWNERSHIP

Own Home:	64%
Rent:	33%



### HOUSEHOLD INCOME

\$100K+:	26%
\$75K - \$99,999:	15%
\$50K - \$74,999:	17%
\$30K - \$49,999:	23%



### AGE

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



### EDUCATION

Graduated College:	25%
Some College:	34%



### PRESENCE OF CHILDREN

1+ Child in HH:	37%
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### MARITAL STATUS

Single (Never Married):	27%
Married:	53%

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

- 90 Day Fiancé
- Sister Wives
- Trading Spaces
- My Big Fat Fabulous Life
- My Feet Are Killing Me
- Say Yes to the Dress
- Dr. Pimple Popper
- Counting On
- Long Island Medium

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



Offering remarkable real-life stories without judgment, TLC shares everyday heart, humor, hope, and human connection with programming genres that include fascinating families, heartwarming transformations and life's milestone moments.

## VIEWER PROFILE for their DIGITAL PROPERTY



### AGE:

18 – 34:	33%
35 – 64:	58%
65+:	8%



### GENDER

Male:	19%
Female:	80%



### HOUSEHOLD INCOME

\$25K – \$99,999:	10%
\$40K–\$74,999:	31%
\$75K+	46%



### CHILDREN

1 or more in HH:	37%
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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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