

## VIEWER PROFILE



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

Suburban Style	254 or 154% more likely to watch (than the general population)
Pastoral Pride	224 or 124% more likely to watch
Aspirational Fusion	320 or 220% more likely to watch



### GENDER

Male:	33%
Female:	67%



### HOME OWNERSHIP

Own Home:	43%
Rent:	53%



### HOUSEHOLD INCOME

\$100K+:	14%
\$75K - \$99,999:	12%
\$50K - \$74,999:	16%
\$30K - \$49,999:	29%



### AGE

18 - 34:	20%
35 - 54:	45%
55+:	35%



### EDUCATION

Graduated College:	18%
Some College:	35%



### PRESENCE OF CHILDREN

1+ Child in HH:	43%
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### MARITAL STATUS

Single (Never Married):	39%
Married:	36%

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

- Unsung
- ALT Homicide
- Uncensored
- Fatal Attraction
- For My Man/Woman
- The DL Hughley Show
- Sister Circle
- Rickey Smiley For Real
- Original Movies

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



TV One offers a broad range of real-life and entertainment-focused original programming, classic series, movies and music designed to entertain and inform a diverse audience of adult Black viewers. The network is best known for its signature programming brand, Unsung. The music biography series tells the untold stories of the greatest R&B and soul artists of our time and has helped define TV One as a trusted storyteller and voice of black culture.