




VIEWER PROFILE


 **TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:**
 Significant Singles/Blue Sky Boomers **130 or 30% more likely to watch (than the general population)**
 Pastoral Pride **131 or 31% more likely to watch**
 Aspirational Fusion **223 or 123% more likely to watch**


 **GENDER**
 Male: **30%**
 Female: **70%**


 **HOME OWNERSHIP**
 Own Home: **55%**
 Rent: **42%**

 **HOUSEHOLD INCOME**
 \$100K+: **16%**
 \$75K - \$99,999: **12%**
 \$50K - \$74,999: **16%**
 \$30K - \$49,999: **28%**

 **AGE**
 18 - 34: **17%**
 35 - 54: **36%**
 55+: **47%**

 **EDUCATION**
 Graduated College: **18%**
 Some College: **33%**

 **PRESENCE OF CHILDREN**
 1+ Child in HH: **33%**

 **MARITAL STATUS**
 Single (Never Married): **31%**
 Married: **43%**

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

- Braxton Family Values
- Marriage Boot Camp
- Waka & Tammy: What the Flocka
- Extreme Love
- Love/Life After Lockup
- Mama June: From Not to Hot
- Hustle & Soul
- Growing Up Hip Hop
- Bridezillas

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



WEtv's programming is fueled by personalities and relationships filled with purpose and passion. WEtv welcomes everyone and creates an inclusive experience across all platforms, embracing how today's digitally savvy, socially engaged audiences connect through content, using it as a catalyst to drive conversation and build community.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

18 – 34:	44%
35 – 64:	52%
65+:	2%



GENDER

Male:	28%
Female:	72%



HOUSEHOLD INCOME

\$25K – \$99,999:	13%
\$40K–\$74,999:	30%
\$75K+	41%



CHILDREN

1 or more in HH:	54%
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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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