

VIEWER PROFILE



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

Families in Motion	179 or 79% more likely to watch (than the general population)
Pastoral Pride	154 or 54% more likely to watch
Golden Year Guardians	140 or 40% more likely to watch



GENDER

Male:	52%
Female:	48%



HOME OWNERSHIP

Own Home:	66%
Rent:	32%



HOUSEHOLD INCOME

\$100K+:	17%
\$75K - \$99,999:	12%
\$50K - \$74,999:	18%
\$30K - \$49,999:	29%



AGE

18 - 34:	10%
35 - 54:	30%
55+:	60%



EDUCATION

Graduated College:	19%
Some College:	34%



PRESENCE OF CHILDREN

1+ Child in HH:	22%
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MARITAL STATUS

Single (Never Married):	22%
Married:	52%

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

- Dogs Most Wanted
- NewsNation
- The Disappearance
- Gone
- Pure
- Blue Bloods
- Carter
- Elementary
- Person of Interest

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



WGN
AMERICA

WGN America, the national flagship of Tribune Broadcasting Co. will be the new home for noisy, elevated and premium original content that will transport viewers to a world they've never been...present, past & future, with the highest stakes and deepest emotional connection for the viewer.