

VIEWER PROFILE



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

Pastoral Pride	153 or 53% more likely to watch (than the general population)
Aspirational Fusion	216 or 116% more likely to watch
Thrifty Habits	198 or 98% more likely to watch



GENDER

Male:	34%
Female:	66%



HOME OWNERSHIP

Own Home:	56%
Rent:	41%



HOUSEHOLD INCOME

\$100K+:	16%
\$75K - \$99,999:	13%
\$50K - \$74,999:	16%
\$30K - \$49,999:	29%



AGE

18 – 34:	15%
35 – 54:	36%
55+:	49%



EDUCATION

Graduated College:	18%
Some College:	32%



PRESENCE OF CHILDREN

1+ Child in HH:	31%
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MARITAL STATUS

Single (Never Married):	30%
Married:	42%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, 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
- Beyond the Pole
- 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.