




VIEWER PROFILE


	TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:	
Autumn Years/Golden Year Guardians	114 or 14% more likely to watch (than the general population)	
Families in Motion	135 or 35% more likely to watch	
Aspirational Fusion/Thrifty Habits	123 or 23% more likely to watch	


	GENDER	
Male:	48%	
Female:	52%	


	HOME OWNERSHIP	
Own Home:	67%	
Rent:	30%	

	HOUSEHOLD INCOME	
\$100K+:	27%	
\$75K - \$99,999:	16%	
\$50K - \$74,999:	17%	
\$30K - \$49,999:	23%	

	AGE	
18 – 34:	21%	
35 – 54:	35%	
55+:	45%	

	EDUCATION	
Graduated College:	22%	
Some College:	36%	

	PRESENCE OF CHILDREN	
1+ Child in HH:	32%	

	MARITAL STATUS	
Single (Never Married):	26%	
Married:	53%	

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: A&E. *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

- Court Cam
- Live Rescue
- Hoarders
- Intervention
- Storage Wars
- Nightwatch
- The First 48
- 60 Days In
- Kids Behind Bars: Life or Parole

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



A&E leads the cultural conversation through high-quality, thought-provoking original programming with a unique point of view. Whether it's the network's distinctive brand of award-winning disruptive reality, groundbreaking documentary, or premium scripted drama, A&E always makes entertainment an art.