

VIEWER PROFILE



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

Thrifty Habits	300 or 200% more likely to watch (than the general population)
Pastoral Pride	225 or 125% more likely to watch
Aspirational Fusion	302 or 202% more likely to watch



GENDER

Male:	34%
Female:	66%



HOME OWNERSHIP

Own Home:	45%
Rent:	51%



HOUSEHOLD INCOME

\$100K+:	16%
\$75K - \$99,999:	12%
\$50K - \$74,999:	14%
\$30K - \$49,999:	27%



AGE

18 – 34:	26%
35 – 54:	38%
55+:	36%



EDUCATION

Graduated College:	17%
Some College:	34%



PRESENCE OF CHILDREN

1+ Child in HH:	40%
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MARITAL STATUS

Single (Never Married):	41%
Married:	36%

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

- The Oval
- Assisted Living
- Sistas
- House of Payne
- American Soul
- Games People Play
- BET Awards
- Boomerang
- Twenties

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



BET is the leading provider of media and entertainment for African Americans and consumers of Black culture globally. Our brands reflect a full range of the Black experience and connect with fans of hip hop, gospel, jazz, comedy, drama, news, and more. BET Networks inspires its audiences to make a difference in their lives and communities with their pro-social agenda.