

VIEWER PROFILE



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

Power Elite	124 or 24% more likely to watch (than the general population)
Thrifty Habits	133 or 33% more likely to watch
Aspirational Fusion	127 or 27% more likely to watch



GENDER

Male:	33%
Female:	67%



HOME OWNERSHIP

Own Home:	61%
Rent:	37%



HOUSEHOLD INCOME

\$100K+:	29%
\$75K - \$99,999:	14%
\$50K - \$74,999:	17%
\$30K - \$49,999:	22%



AGE

18 – 34:	23%
35 – 54:	41%
55+:	36%



EDUCATION

Graduated College:	30%
Some College:	32%



PRESENCE OF CHILDREN

1+ Child in HH:	37%
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MARITAL STATUS

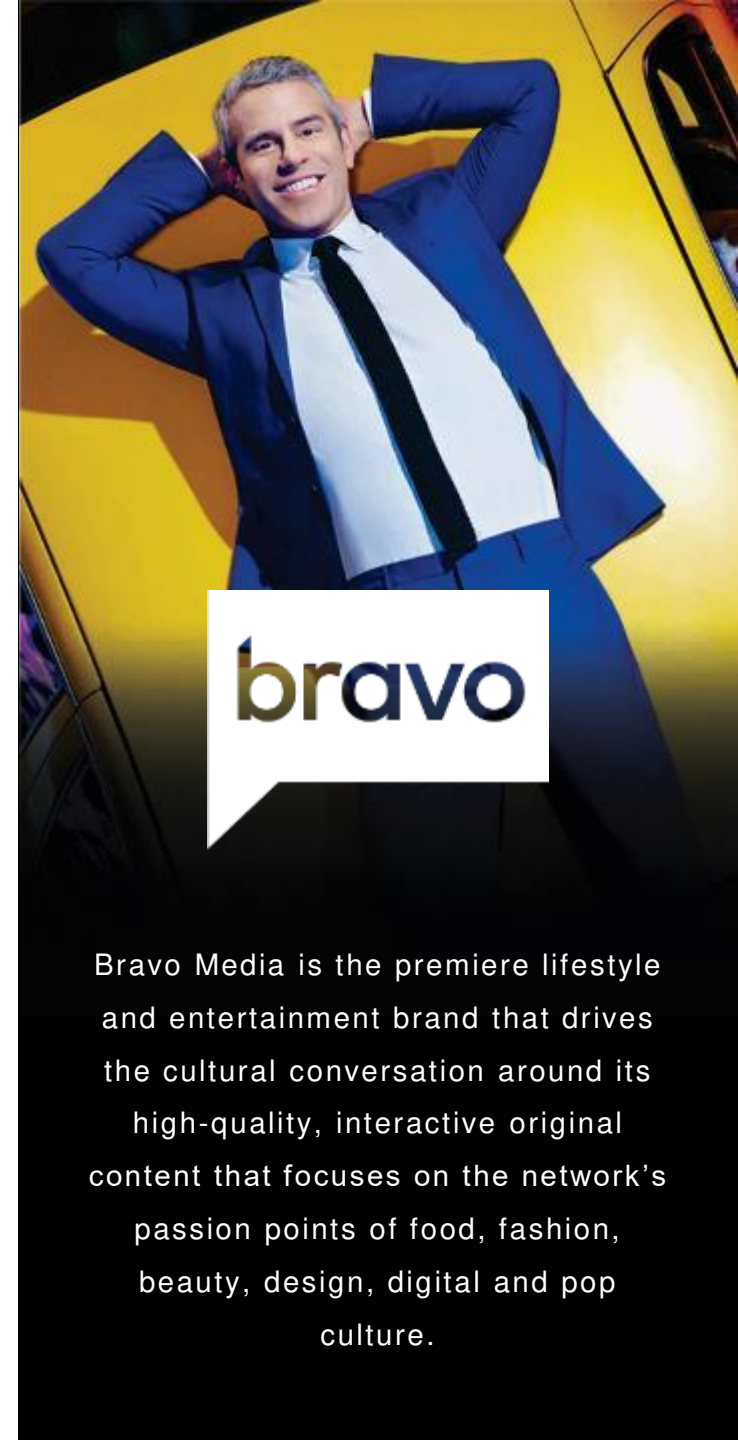
Single (Never Married):	30%
Married:	50%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: Bravo. *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 Real Housewives
- Married to Medicine
- Million Dollar Listing
- Summer House
- Family Karma
- Watch What Happens Live
- Top Chef
- Below Deck
- Southern Charm

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



Bravo Media is the premiere lifestyle and entertainment brand that drives the cultural conversation around its high-quality, interactive original content that focuses on the network's passion points of food, fashion, beauty, design, digital and pop culture.