

## VIEWER PROFILE



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

Families in Motion	218 or 118% more likely to watch (than the general population)
Aspirational Fusion	162 or 62% more likely to watch
Thrifty Habits	149 or 49% more likely to watch



### GENDER

Male:	46%
Female:	54%



### HOME OWNERSHIP

Own Home:	57%
Rent:	37%



### HOUSEHOLD INCOME

\$100K+:	13%
\$75K - \$99,999:	16%
\$50K - \$74,999:	15%
\$30K - \$49,999:	29%



### AGE

18 – 34:	22%
35 – 54:	31%
55+:	47%



### EDUCATION

Graduated College:	13%
Some College:	35%



### PRESENCE OF CHILDREN

1+ Child in HH:	34%
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### MARITAL STATUS

Single (Never Married):	33%
Married:	47%

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

- Barrett-Jackson Auctions
- Million Dollar House Hunters
- Save My Reno
- The Lost Corvettes
- Tiny House Nation
- Vacation Rental Potential
- Vintage Tech Hunters
- Working the Room
- Zombie House Flipping

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



# fyi,

For your inspiration, for your imagination or for your innovation, FYI takes a modern spin on traditional lifestyle genres by embracing an adventurous and personalized approach to peoples' taste, space, look, story and more.

FYI covers a range of stories and experiences that reflect how people live their lives today, not defined by just one passion or interest.