

VIEWER PROFILE



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

Family Union	290 or 190% more likely to watch (than the general population)
Cultural Connections	572 or 472% more likely to watch
Aspirational Fusion	143 or 43% more likely to watch



GENDER

Male:	42%
Female:	58%



HOME OWNERSHIP

Own Home:	39%
Rent:	56%



HOUSEHOLD INCOME

\$100K+:	11%
\$75K - \$99,999:	10%
\$50K - \$74,999:	13%
\$30K - \$49,999:	36%



AGE

18 – 34:	24%
35 – 54:	41%
55+:	35%



EDUCATION

Graduated College:	9%
Some College:	17%



PRESENCE OF CHILDREN

1+ Child in HH:	54%
-----------------	-----



MARITAL STATUS

Single (Never Married):	24%
Married:	60%

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

- Como Dice el Dicho
- El Chavo
- La Familia P. Luche
- Chespirito
- La Rosa de Guadalupe
- Nosotros los Guapos
- Más curiosidades
- UEFA Europa League
- El Gordo y La Flaca

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



Galavisión is a leading Spanish-language cable network. Galavision is made for the entire family, enabling co-viewing and delivering laugh-out-loud comedies and family dramas that our audience craves. Each week, The network is committed to providing a live, direct connection to the people, places and events that matter most to Hispanic America.