

VIEWER PROFILE



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

Autumn Years	145 or 45% more likely to watch (than the general population)
Pastoral Pride	131 or 31% more likely to watch
Golden Year Guardians	158 or 58% more likely to watch



GENDER

Male:	31%
Female:	69%



HOME OWNERSHIP

Own Home:	74%
Rent:	24%



HOUSEHOLD INCOME

\$100K+:	23%
\$75K - \$99,999:	15%
\$50K - \$74,999:	18%
\$30K - \$49,999:	24%



AGE

18 – 34:	11%
35 – 54:	26%
55+:	63%



EDUCATION

Graduated College:	22%
Some College:	35%



PRESENCE OF CHILDREN

1+ Child in HH:	21%
-----------------	------------



MARITAL STATUS

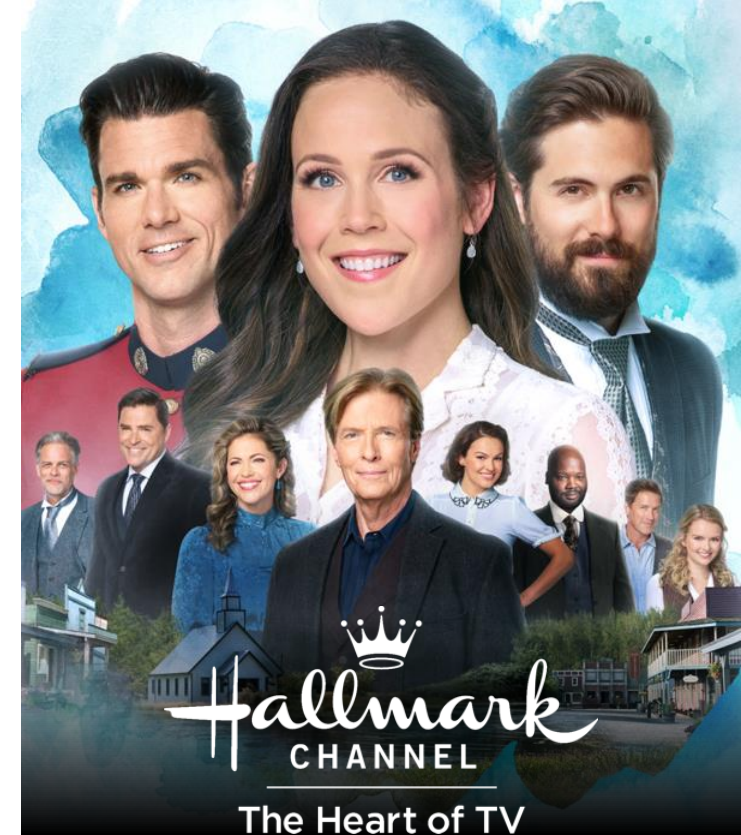
Single (Never Married):	18%
Married:	55%

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

- Chesapeake Shores
- Countdown to Christmas
- Frasier
- When Calls the Heart
- Hallmark Original Movies
- The Golden Girls
- Good Witch
- Hero Dog Awards
- Reba

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



Hallmark Channel's programming shares the heart of the moment to spark emotional connections with viewers. From original series like *When Calls the Heart* and *Home & Family* to original movies and *Countdown to Christmas*, Hallmark Channel is the nation's leading destination in providing quality family programming delivering The Heart of TV.