

## VIEWER PROFILE



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

Suburban Style	179 or 79% more likely to watch (than the general population)
Pastoral Pride	199 or 99% more likely to watch
Thrifty Habits	242 or 142% more likely to watch



### GENDER

Male:	24%
Female:	76%



### HOME OWNERSHIP

Own Home:	60%
Rent:	37%



### HOUSEHOLD INCOME

\$100K+:	19%
\$75K - \$99,999:	14%
\$50K - \$74,999:	16%
\$30K - \$49,999:	26%



### AGE

18 – 34:	12%
35 – 54:	34%
55+:	54%



### EDUCATION

Graduated College:	21%
Some College:	36%



### PRESENCE OF CHILDREN

1+ Child in HH:	30%
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### MARITAL STATUS

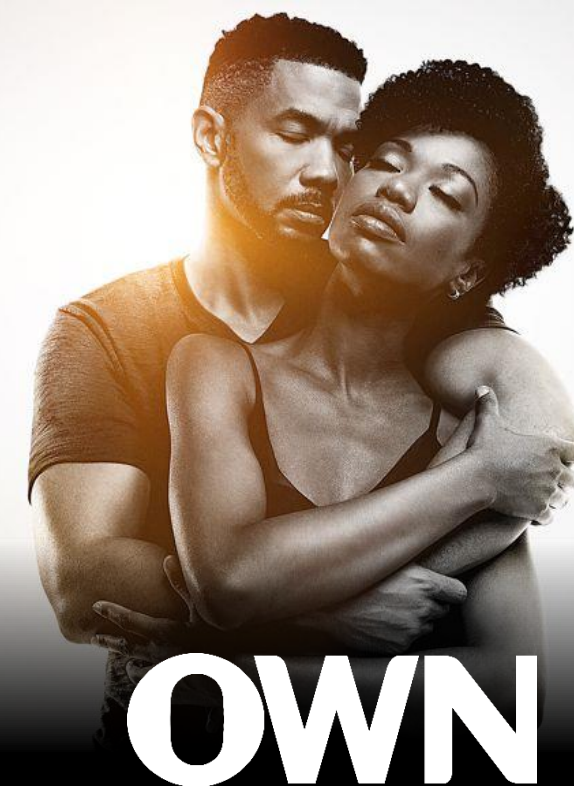
Single (Never Married):	26%
Married:	43%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: OWN. \*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 Haves and The Have Nots
- David Makes Man
- Love & Marriage: Huntsville
- Family or Fiancé
- If Loving You is Wrong
- Black Love
- Love Goals
- Queen Sugar
- Ready to Love

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



OWN is a connected global community of viewers, informed by Oprah Winfrey's heart and creative instincts. OWN is depth with edge. Heart. Star power. Connection. And endless possibilities.