

## VIEWER PROFILE



### GENDER

Male:	37%
Female:	63%



### HOME OWNERSHIP

Own Home:	73%
Rent:	27%



### HOUSEHOLD INCOME

\$100K+:	27%
\$75K - \$99,999:	11%
\$50K - \$74,999:	24%
\$30K - \$49,999:	22%



### AGE

18 – 34:	8%
35 – 54:	31%
55+:	57%



### EDUCATION

Graduated College:	21%
Some College:	60%



### PRESENCE OF CHILDREN

1+ Child in HH:	22%
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Source: Nielsen Npower. Calendar Year 2020. Viewership Demographics by Network: Pop.

## FEATURED PROGRAMS

- One Day At A Time
- House
- NCIS: New Orleans
- Scorpion
- Movies
- 48 Hours
- The Goldbergs
- Schitt's Creek
- ER

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



Pop TV features fun, comedy-leaning programming for The Modern Grownup® -- engaged fans, raised on network TV, who came of age in the '80s and '90s. Pop is TV the way it should be -- effortlessly entertaining and home to some of the most buzzed-about shows in all of television. Pop TV fans live right smack in the middle of it all, sharing, creating, and connecting their passion with others.