

VIEWER PROFILE



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

Family Union	110 or 10% more likely to watch (than the general population)
Autumn Years/Blue Sky Boomers	123 or 23% more likely to watch
Golden Year Guardians	127 or 27% more likely to watch



GENDER

Male:	55%
Female:	45%



HOME OWNERSHIP

Own Home:	67%
Rent:	30%



HOUSEHOLD INCOME

\$100K+:	26%
\$75K - \$99,999:	15%
\$50K - \$74,999:	17%
\$30K - \$49,999:	24%



AGE

18 – 34:	17%
35 – 54:	39%
55+:	44%



EDUCATION

Graduated College:	22%
Some College:	34%



PRESENCE OF CHILDREN

1+ Child in HH:	29%
-----------------	-----



MARITAL STATUS

Single (Never Married):	26%
Married:	53%

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

- Bar Rescue
- Yellowstone
- Wife Swap
- Paramount Movies
- The Last Cowboy
- I Am...
- Mom
- Two and a Half Men

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



Paramount Network's programming lineup features a mix of new, high-quality, premium entertainment scripted series, non-scripted returning pop-culture favorites, and original sports and specials for a broad audience. Paramount Network is a prime destination for premium storytelling with compelling stories, unforgettable characters, and high quality production with a distinctive global appeal.