

## VIEWER PROFILE



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

Families in Motion	125 or 25% more likely to watch (than the general population)
Aspirational Fusion	151 or 51% more likely to watch
Thrifty Habits	150 or 50% more likely to watch



### GENDER

Male:	56%
Female:	44%



### HOME OWNERSHIP

Own Home:	62%
Rent:	35%



### HOUSEHOLD INCOME

\$100K+:	23%
\$75K - \$99,999:	14%
\$50K - \$74,999:	16%
\$30K - \$49,999:	26%



### AGE

18 – 34:	21%
35 – 54:	36%
55+:	43%



### EDUCATION

Graduated College:	22%
Some College:	34%



### PRESENCE OF CHILDREN

1+ Child in HH:	31%
-----------------	-----



### MARITAL STATUS

Single (Never Married):	30%
Married:	50%

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

- Day of the Dead
- Van Helsing
- Magical Girl Friendship Squad
- Resident Alien
- SurrealEstate
- Alien News Desk
- Chucky
- Futurama
- Harry Potter Movies

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



SYFY is a global, multiplatform media brand that gives science fiction fans of all kinds a universe to call home. Celebrating the genre in all its forms, SYFY super-serves passionate fans with original science fiction, fantasy, paranormal and superhero programming, live event coverage and imaginative digital and social content.