

## VIEWER PROFILE



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

Suburban Style	124 or 24% more likely to watch (than the general population)
Pastoral Pride	121 or 21% more likely to watch
Aspirational Fusion	125 or 25% more likely to watch



### GENDER

Male:	34%
Female:	66%



### HOME OWNERSHIP

Own Home:	65%
Rent:	31%



### HOUSEHOLD INCOME

\$100K+:	28%
\$75K - \$99,999:	16%
\$50K - \$74,999:	16%
\$30K - \$49,999:	23%



### AGE

18 – 34:	24%
35 – 54:	38%
55+:	38%



### EDUCATION

Graduated College:	27%
Some College:	34%



### PRESENCE OF CHILDREN

1+ Child in HH:	36%
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### MARITAL STATUS

Single (Never Married):	26%
Married:	52%

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

- 90 Day Fiancé and Spinoffs
- Sister Wives
- Trading Spaces
- My Big Fat Fabulous Life
- Outdaughters
- Say Yes to the Dress
- Dr. Pimple Popper
- Counting On
- Extreme Sisters

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



Offering remarkable real-life stories without judgment, TLC shares everyday heart, humor, hope, and human connection with programming genres that include fascinating families, heartwarming transformations and life's milestone moments.