

## VIEWER PROFILE



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

Families in Motion	150 or 50% more likely to watch (than the general population)
Pastoral Pride	144 or 44% more likely to watch
Thrifty Habits	145 or 45% more likely to watch



### GENDER

Male:	47%
Female:	53%



### HOME OWNERSHIP

Own Home:	69%
Rent:	29%



### HOUSEHOLD INCOME

\$100K+:	23%
\$75K - \$99,999:	13%
\$50K - \$74,999:	16%
\$30K - \$49,999:	25%



### AGE

18 – 34:	12%
35 – 54:	33%
55+:	55%



### EDUCATION

Graduated College:	19%
Some College:	35%



### PRESENCE OF CHILDREN

1+ Child in HH:	24%
-----------------	-----



### MARITAL STATUS

Single (Never Married):	24%
Married:	53%

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

- Younger
- M\*A\*S\*H
- Gunsmoke
- King of Queens
- The Goldbergs
- Bonanza
- Roseanne
- Everybody Loves Raymond
- The Andy Griffith Show

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



TV Land remains a trusted and familiar destination, known for its fan favorite programming with instant nostalgia and pop culture appeal. TV Land celebrates the best of comedic television with a mix of original series and beloved modern-day and classic sitcoms.