

## VIEWER PROFILE



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

Suburban Style	<b>251 or 151% more likely to watch (than the general population)</b>
Aspirational Fusion	<b>328 or 228% more likely to watch</b>
Thrifty Habits	<b>327 or 227% more likely to watch</b>



### GENDER

Male:	<b>37%</b>
Female:	<b>63%</b>



### HOME OWNERSHIP

Own Home:	<b>48%</b>
Rent:	<b>49%</b>



### HOUSEHOLD INCOME

\$100K+:	<b>17%</b>
\$75K - \$99,999:	<b>13%</b>
\$50K - \$74,999:	<b>14%</b>
\$30K - \$49,999:	<b>28%</b>



### AGE

18 – 34:	<b>15%</b>
35 – 54:	<b>46%</b>
55+:	<b>39%</b>



### EDUCATION

Graduated College:	<b>18%</b>
Some College:	<b>34%</b>



### PRESENCE OF CHILDREN

1+ Child in HH:	<b>40%</b>
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### MARITAL STATUS

Single (Never Married):	<b>40%</b>
Married:	<b>37%</b>

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

- Unsung
- ALT Homicide
- Uncensored
- Fatal Attraction
- For My Man/Woman
- Sins of the City
- Sister Circle
- Urban One Honors
- Original Movies

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



TV One offers a broad range of real-life and entertainment-focused original programming, classic series, movies and music designed to entertain and inform a diverse audience of adult Black viewers. The network is best known for its signature programming brand, Unsung. The music biography series tells the untold stories of the greatest R&B and soul artists of our time and has helped define TV One as a trusted storyteller and voice of black culture.