

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)
Families in Motion/Thrifty Habits	135 or 35% more likely to watch
Aspirational Fusion	141 or 41% more likely to watch



GENDER

Male:	50%
Female:	50%



HOME OWNERSHIP

Own Home:	64%
Rent:	33%



HOUSEHOLD INCOME

\$100K+:	25%
\$75K - \$99,999:	16%
\$50K - \$74,999:	17%
\$30K - \$49,999:	24%



AGE

18 – 34:	20%
35 – 54:	37%
55+:	43%



EDUCATION

Graduated College:	25%
Some College:	33%



PRESENCE OF CHILDREN

1+ Child in HH:	32%
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MARITAL STATUS

Single (Never Married):	27%
Married:	51%

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

- Cannonball
- The Biggest Loser
- Chrisley Knows Best
- The Sinner
- Miz & Mrs
- Straight Up Steve Austin
- Law & Order
- WWE Raw/NXT
- Temptation Island

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



USA Network, the leader in cable entertainment, offers a powerful stable of dramatic, comedic and unscripted original. The network also features spectacular live television, a dynamic portfolio of acquired series and the best in blockbuster theatrical films and entertainment events.