

VIEWER PROFILE



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

Pastoral Pride	167 or 67% more likely to watch (than the general population)
Aspirational Fusion	278 or 178% more likely to watch
Thrifty Habits	243 or 143% more likely to watch



GENDER

Male:	40%
Female:	60%



HOME OWNERSHIP

Own Home:	42%
Rent:	54%



HOUSEHOLD INCOME

\$100K+:	18%
\$75K - \$99,999:	14%
\$50K - \$74,999:	15%
\$30K - \$49,999:	27%



AGE

18 – 34:	37%
35 – 54:	42%
55+:	21%



EDUCATION

Graduated College:	19%
Some College:	32%



PRESENCE OF CHILDREN

1+ Child in HH:	46%
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MARITAL STATUS

Single (Never Married):	48%
Married:	36%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: VH1. *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

- Love & Hip Hop
- Cartel Crew
- RuPaul's Drag Race
- Black Ink Crew
- T.I. & Tiny: Friends & Family Hustle
- Martha & Snoop's Potluck Party
- Hip Hop Squares
- Basketball Wives
- Wild 'N Out

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



VH1 connects viewers to the music, artists, pop culture and nostalgia they love with hit franchises and popular series which are available on-air, on-demand and on-the-go. As the TV destination for all things pop culture, VH1 is focused on reality content that explores the personal stories of today's popular artists and celebrities.