

## VIEWER PROFILE



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

Young City Solos	153 or 53% more likely to watch (than the general population)
Family Union	117 or 17% more likely to watch
Cultural Connections	118 or 18% more likely to watch



### GENDER

Male:	62%
Female:	38%



### HOME OWNERSHIP

Own Home:	58%
Rent:	38%



### HOUSEHOLD INCOME

\$100K+:	28%
\$75K - \$99,999:	17%
\$50K - \$74,999:	15%
\$30K - \$49,999:	22%



### AGE

18 – 34:	42%
35 – 54:	28%
55+:	30%



### EDUCATION

Graduated College:	25%
Some College:	35%



### PRESENCE OF CHILDREN

1+ Child in HH:	34%
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### MARITAL STATUS

Single (Never Married):	46%
Married:	38%

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

- While the Rest of Us Die
- Weediquette
- Hate Thy Neighbor
- Hamilton's Pharmacopeia
- Vice News Tonight
- Dark Side of the Ring
- Balls Deep
- Bong Appetit
- F\*ck, That's Delicious

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



# VICE

Most TV channels are just a collection of shows – VICE is a collection of personal points-of-view. Everything at VICE has a reason to exist and a strong perspective. Our mission is to examine the world we live in, and explore the things that confuse us, make us curious, make us laugh, or awaken our sense of wonder.