

## VIEWER PROFILE



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

Suburban Style	125 or 25% more likely to watch (than the general population)
Families in Motion	141 or 41% more likely to watch
Aspirational Fusion	134 or 34% more likely to watch



### GENDER

Male:	35%
Female:	65%



### HOME OWNERSHIP

Own Home:	58%
Rent:	37%



### HOUSEHOLD INCOME

\$100K+:	27%
\$75K - \$99,999:	16%
\$50K - \$74,999:	16%
\$30K - \$49,999:	22%



### AGE

18 – 34:	39%
35 – 54:	37%
55+:	24%



### EDUCATION

Graduated College:	27%
Some College:	31%



### PRESENCE OF CHILDREN

1+ Child in HH:	44%
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### MARITAL STATUS

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

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

- The Watchful Eye
- Single Drunk Female
- Grown-ish
- Good Trouble
- Motherland: Fort Salem
- While You Were Breeding
- Cruel Summer
- 25 Days of Christmas
- 13 Nights of Halloween

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



Freeform connects to audiences with bold original programming and immersive social engagement that moves the cultural conversation a little forward. As Walt Disney Television's young adult television network, Freeform channels the force and momentum of its audience in its quest for progress with authentic, groundbreaking original as well as popular tentpole events.