

## VIEWER PROFILE



### GENDER

Male:	40.9%
Female:	59.1%



### HOUSEHOLD INCOME

\$100K+:	17.1%
\$75K - \$99,999:	11.9%
\$50K - \$74,999:	14.7%
\$30K - \$49,999:	28.1%



### EDUCATION

Graduated College:	20.4%
Some College:	33.8%



### HOME OWNERSHIP

Own Home:	63.9%
Rent:	31.8%



### AGE

18 – 34:	25.0%
35 – 54:	35.6%
55+:	39.4%



### PRESENCE OF CHILDREN

1+ Child in HH:	33.5%
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### MARITAL STATUS

Single (Never Married):	31.5%
Married:	47.5%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: FYI.

## FEATURED PROGRAMS

- Married at First Sight
- Sheffield Real Estate
- Downtown Shabby
- Tiny House Hunting
- Stove Tots
- Late Night Chef Fight
- Seven Year Switch
- Arranged
- My Floating Home

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



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