

VIEWER
PROFILE



GENDER

Male: **36.1%**
Female: **63.9%**



HOUSEHOLD INCOME

\$100K+: **20.8%**
\$75K - \$99,999: **13.0%**
\$50K - \$74,999: **17.2%**
\$30K - \$49,999: **26.1%**



EDUCATION

Graduated College: **24.8%**
Some College: **33.1%**



HOME OWNERSHIP

Own Home: **58.4%**
Rent: **35.6%**



AGE

18 – 34: **41.0%**
35 – 54: **34.4%**
55+: **24.6%**



PRESENCE OF CHILDREN

1+ Child in HH: **46.3%**



MARITAL STATUS

Single (Never Married): **35.3%**
Married: **48.0%**

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

FEATURED
PROGRAMS

- Beyond
- Siren
- The Fosters
- Grown-ish
- Shadowhunters
- Marvel's Cloak & Dagger
- Young & Hungry
- 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 speaks to the network's ongoing priority to super-serve Becomers, fans on that epic adventure of becoming an adult, a life stage that spans people in high school, college and the decade that follows. Becomers are navigating the wonderful, fun, exciting and scary time when you experience many of life's firsts...from first kiss to first kid. Freeform is inspired in the interconnection between content and audience, media and technology, interactive and linear, life stage and life cycle, and the way Becomers interact with them all.

VIEWER PROFILE



AGE

18 – 34:	58.1%
35 – 64:	36.3%
65+:	1.6%



GENDER

Male:	25.0%
Female:	75.0%



HOUSEHOLD INCOME

\$25K - \$39,999:	12.7%
\$40K - \$74,999:	27.7%
\$75K+:	47.6%



PRESENCE OF CHILDREN

1 or more in HH:	51.9%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

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