

VIEWER PROFILE



GENDER

Male:	30.2%
Female:	69.8%



HOUSEHOLD INCOME

\$100K+:	17.6%
\$75K - \$99,999:	13.2%
\$50K - \$74,999:	16.4%
\$30K - \$49,999:	28.2%



EDUCATION

Graduated College:	20.7%
Some College:	35.0%



HOME OWNERSHIP

Own Home:	73.7%
Rent:	23.4%



AGE

18 – 34:	12.3%
35 – 54:	27.6%
55+:	60.2%



PRESENCE OF CHILDREN

1+ Child in HH:	22.9%
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MARITAL STATUS

Single (Never Married):	19.5%
Married:	52.4%

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

FEATURED PROGRAMS

- Chesapeake Shores
- Home & Family
- Good Witch
- When Calls the Heart
- Countdown to Christmas
- Meet the Peetes
- Original Movies
- Hero Dog Awards

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



Hallmark Channel's programming shares the heart of the moment to spark emotional connections with viewers. From original series like Cedar Cove and Home & Family to original movies and Countdown to Christmas, Hallmark Channel is the nation's leading destination in providing quality family programming delivering The Heart of TV.

VIEWER PROFILE



AGE

18 – 34:	20.2%
35 – 64:	62.5%
65+:	13.5%



GENDER

Male:	14.3%
Female:	85.7%



HOUSEHOLD INCOME

\$25K - \$39,999:	9.7%
\$40K - \$74,999:	25.6%
\$75K+:	53.8%



PRESENCE OF CHILDREN

1 or more in HH:	43.5%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

FEATURED

PROGRAMS

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- Original Movies
- Hero Dog Awards

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