

VIEWER
PROFILE



GENDER

Male: **61.3%**
Female: **38.7%**



HOUSEHOLD INCOME

\$100K+: **19.0%**
\$75K - \$99,999: **12.8%**
\$50K - \$74,999: **15.9%**
\$30K - \$49,999: **26.5%**



EDUCATION

Graduated College: **18.6%**
Some College: **31.2%**



HOME OWNERSHIP

Own Home: **56.3%**
Rent: **38.4%**



AGE

18 – 34: **31.4%**
35 – 54: **39.2%**
55+: **29.4%**



PRESENCE OF CHILDREN

1+ Child in HH: **41.1%**



MARITAL STATUS

Single (Never Married): **37.3%**
Married: **44.2%**

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

FEATURED
PROGRAMS

- Ink Master
- Lip Sync Battle
- Bellator MMA
- The Shannara Chronicles
- Yellowstone
- Heathers
- American Woman
- Waco
- Bar Rescue

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



Paramount Network's programming lineup features a mix of new, high-quality, premium entertainment scripted series, non-scripted returning pop-culture favorites, and original sports and specials for a broad audience. Paramount Network is a prime destination for premium storytelling with compelling stories, unforgettable characters, and high quality production with a distinctive global appeal.

VIEWER PROFILE



AGE

18 – 34:	41.4%
35 – 64:	49.6%
65+:	3.1%



GENDER

Male:	53.0%
Female:	47.0%



HOUSEHOLD INCOME

\$25K - \$39,999:	4.6%
\$40K - \$74,999:	31.7%
\$75K+:	57.5%



PRESENCE OF CHILDREN

1 or more in HH:	53.7%
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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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