VIEWER PROFILE

GENDER

Male: 30.7% 69.3% Female:



HOME OWNERSHIP

52.5% Own Home: 43.9% Rent:



HOUSEHOLD INCOME

13.0% \$100K+: \$75K - \$99,999: 11.1% 14.7% \$50K - \$74,999: 28.9% \$30K - \$49,999:



AGE

18 - 34: 23.4% 35 - 54: 35.0% 41.6% 55+:



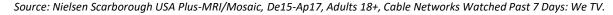
PRESENCE OF CHILDREN

1+ Child in HH: 36.4%



MARITAL STATUS

Single (Never Married): 37.9% Married: 35.1%



17.4%

33.1%

FEATURED

PROGRAMS

Million Dollar Matchmaker

• L.A. Hair

Tamar & Vince

Braxton Family Values

EDUCATION

Some College:

Graduated College:

· Ghosts in the Hood

• Growing Up Hip Hop

Marriage Boot Camp

Mama June: From Not to Hot

Bridezillas

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





With compelling, can't miss unscripted shows and dramatic scripted series, WEtv's programming is fueled by personalities and relationships filled with purpose and passion. WEtv welcomes everyone and creates an inclusive experience across all platforms: on TV, online, on demand, and social media, embracing how today's digitally savvy, socially engaged audiences connect through content, using it as a catalyst to drive conversation and build community

DIGITAL PROPERTY

VIEWER PROFILE



AGE

 18 – 34:
 43.3%

 35 – 64:
 46.9%

 65+:
 5.2%



GENDER



HOUSEHOLD INCOME

\$25K - \$39,999: **10.5%** \$40K - \$74,999: **26.8%** \$75K+: **52.9%**



PRESENCE OF CHILDREN

1 or more in HH: **54.6%**

Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

FEATURED

PROGRAMS

- Million Dollar Matchmaker
- Braxton Family Values
- Marriage Boot Camp

- L.A. Hair
- · Ghosts in the Hood
- Mama June: From Not to Hot

- Tamar & Vince
- Growing Up Hip Hop
- Bridezillas

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Ability to view these or any shows may be limited to specific time frames as determined by the network and may be contingent on user having a cable provider login.





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