

VIEWER
PROFILE



GENDER

Male: **30.7%**
Female: **69.3%**



HOUSEHOLD INCOME

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



EDUCATION

Graduated College: **17.4%**
Some College: **33.1%**



HOME OWNERSHIP

Own Home: **52.5%**
Rent: **43.9%**



AGE

18 – 34: **23.4%**
35 – 54: **35.0%**
55+: **41.6%**



PRESENCE OF CHILDREN

1+ Child in HH: **36.4%**



MARITAL STATUS

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

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

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

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

VIEWER PROFILE



AGE

18 – 34:	43.3%
35 – 64:	46.9%
65+:	5.2%



GENDER

Male:	12.1%
Female:	87.9%



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%
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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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