

VIEWER
PROFILE



GENDER

Male: **35.2%**
Female: **64.8%**



HOUSEHOLD INCOME

\$100K+: **11.0%**
\$75K - \$99,999: **9.7%**
\$50K - \$74,999: **14.6%**
\$30K - \$49,999: **31.2%**



EDUCATION

Graduated College: **15.5%**
Some College: **33.2%**



HOME OWNERSHIP

Own Home: **43.4%**
Rent: **52.4%**



AGE

18 – 34: **34.0%**
35 – 54: **37.2%**
55+: **28.8%**



PRESENCE OF CHILDREN

1+ Child in HH: **44.5%**



MARITAL STATUS

Single (Never Married): **47.1%**
Married: **30.5%**

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

FEATURED
PROGRAMS

- The Breaks
- Sunday Best
- Being Mary Jane
- Real Husbands of Hollywood
- It's a Mann's World
- The Rundown with Robin Thede
- BET Awards
- Hit The Floor

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



BET Networks is the leading provider of media and entertainment for African Americans and consumers of Black culture globally. Our brands reflect a full range of the Black experience and connect with fans of hip hop, gospel, jazz, comedy, drama, news, and more. BET Networks inspires its audiences to make a difference in their lives and communities with a broad and impactful pro-social agenda.

DIGITAL PROPERTY
VIEWER PROFILE



AGE

18 – 34:	40.6%
35 – 64:	57.0%
65+:	2.2%



GENDER

Male:	33.7%
Female:	66.3%



HOUSEHOLD INCOME

\$25K - \$39,999:	9.5%
\$40K - \$74,999:	25.3%
\$75K+:	54.9%



PRESENCE OF CHILDREN

1 or more in HH:	53.6%
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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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