

VIEWER PROFILE



GENDER

Male:	54.9%
Female:	45.1%



HOUSEHOLD INCOME

\$100K+:	17.8%
\$75K - \$99,999:	12.6%
\$50K - \$74,999:	16.1%
\$30K - \$49,999:	27.6%



EDUCATION

Graduated College:	21.3%
Some College:	32.4%



HOME OWNERSHIP

Own Home:	60.0%
Rent:	35.1%



AGE

18 – 34:	26.2%
35 – 54:	36.8%
55+:	37.0%



PRESENCE OF CHILDREN

1+ Child in HH:	34.0%
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MARITAL STATUS

Single (Never Married):	33.7%
Married:	45.7%

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

FEATURED PROGRAMS

- The Magicians
- Killjoys
- The Expanse
- Face Off
- Ghost Wars
- Krypton
- Sharknado Week
- Van Helsing
- Happy!

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



Syfy is a media destination for imagination-based entertainment. With year round acclaimed original series, events, blockbuster movies, classic science fiction and fantasy programming, a dynamic Web site (www.Syfy.com), and a portfolio of adjacent business (Syfy Ventures). Syfy is a passport to limitless possibilities.

VIEWER PROFILE



AGE

18 – 34:	42.4%
35 – 64:	51.5%
65+:	5.6%



GENDER

Male:	62.5%
Female:	37.5%



HOUSEHOLD INCOME

\$25K - \$39,999:	14.3%
\$40K - \$74,999:	24.5%
\$75K+:	51.0%



PRESENCE OF CHILDREN

1 or more in HH:	39.6%
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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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