

VIEWER  
**PROFILE**



**GENDER**

Male: **49.9%**  
Female: **50.1%**



**HOUSEHOLD INCOME**

\$100K+: **21.2%**  
\$75K - \$99,999: **12.9%**  
\$50K - \$74,999: **16.5%**  
\$30K - \$49,999: **26.2%**



**EDUCATION**

Graduated College: **23.4%**  
Some College: **32.4%**



**HOME OWNERSHIP**

Own Home: **63.7%**  
Rent: **32.6%**



**AGE**

18 – 34: **24.3%**  
35 – 54: **35.2%**  
55+: **40.5%**



**PRESENCE OF CHILDREN**

1+ Child in HH: **33.0%**



**MARITAL STATUS**

Single (Never Married): **30.3%**  
Married: **48.7%**

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

FEATURED  
**PROGRAMS**

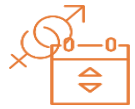
- Suits
- Mr. Robot
- Shooter
- Falling Water
- Queen of the South
- Chrisley Knows Best
- Colony
- WWE Smackdown
- WWE Raw

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



USA Network, the leader in cable entertainment, offers a powerful stable of dramatic, comedic and unscripted original. The network also features spectacular live television, a dynamic portfolio of acquired series and the best in blockbuster theatrical films and entertainment events. A trailblazer in digital innovation and storytelling, USA is defining, driving and setting the industry standard for Social TV.

## VIEWER PROFILE



### AGE

18 – 34: .....	<b>43.6%</b>
35 – 64: .....	<b>49.4%</b>
65+: .....	<b>4.9%</b>



### GENDER

Male: .....	<b>45.5%</b>
Female: .....	<b>54.5%</b>



### HOUSEHOLD INCOME

\$25K - \$39,999: .....	<b>11.7%</b>
\$40K - \$74,999: .....	<b>29.3%</b>
\$75K+: .....	<b>41.2%</b>



### PRESENCE OF CHILDREN

1 or more in HH: .....	<b>52.1%</b>
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults

\*works Watched Past 7 Days: USA.

## FEATURED

## PROGRAMS

- Suits
- Mr. Robot
- Shooter
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- Chrisley Knows Best
- Colony
- WWE Smackdown
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