

VIEWER PROFILE



TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:

Significant Singles	114 or 14% more likely to watch (than the general population)
Pastoral Pride	113 or 13% more likely to watch
Aspirational Fusion	131 or 31% more likely to watch



GENDER

Male:	55%
Female:	45%



HOME OWNERSHIP

Own Home:	64%
Rent:	33%



HOUSEHOLD INCOME

\$100K+:	27%
\$75K - \$99,999:	14%
\$50K - \$74,999:	18%
\$30K - \$49,999:	23%



AGE

18 - 34:	22%
35 - 54:	37%
55+:	41%



EDUCATION

Graduated College:	26%
Some College:	32%



PRESENCE OF CHILDREN

1+ Child in HH:	33%
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MARITAL STATUS

Single (Never Married):	29%
Married:	52%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: TBS. *Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

FEATURED PROGRAMS

- Miracle Workers
- Misery Index
- The Guest Book
- Conan
- Full Frontal with Samantha Bee
- The Last O.G.
- Chad
- American Dad
- Big Bang Theory

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



TBS is all about smart comedy without rules, comedy that is noisy, original, unapologetic, diverse, irreverent, real, unbiased, rebellious, authentic, trending, clever and witty as well as comedy that has a heart and a brain. TBS viewers love comedy as a way of connecting with the world.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

18 – 34:	45%
35 – 64:	44%
65+:	5%



GENDER

Male:	70%
Female:	30%



HOUSEHOLD INCOME

\$25K – \$99,999:	9%
\$40K–\$74,999:	27%
\$75K+	54%



CHILDREN

1 or more in HH:	46%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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