

VIEWER PROFILE



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

Young City Solos	124 or 24% more likely to watch (than the general population)
Significant Singles	129 or 29% more likely to watch
Aspirational Fusion	139 or 39% more likely to watch



GENDER

Male:	60%
Female:	40%



HOME OWNERSHIP

Own Home:	55%
Rent:	40%



HOUSEHOLD INCOME

\$100K+:	30%
\$75K - \$99,999:	14%
\$50K - \$74,999:	16%
\$30K - \$49,999:	22%



AGE

18 - 34:	39%
35 - 54:	39%
55+:	22%



EDUCATION

Graduated College:	29%
Some College:	30%



PRESENCE OF CHILDREN

1+ Child in HH:	39%
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MARITAL STATUS

Single (Never Married):	41%
Married:	44%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: Comedy Central. *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

- The Daily Show
- Drunk History
- Aquafina is Nora from Queens
- South Side
- Jeff & Some Aliens
- Hart of the City
- The Other Two
- Tosh.O
- South Park

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



Comedy Central is the favorite comedy brand for Comedy Natives because we are always relevant, slightly absurd, brutally honest, and worth sharing – and always available wherever they want a laugh. With a mix of stand-up, original series, satirical news shows and more, it's the premier source for intelligent, comedic perspectives – and fart jokes.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

18 – 34:	45%
35 – 64:	47%
65+:	4%



GENDER

Male:	71%
Female:	29%



HOUSEHOLD INCOME

\$25K – \$99,999:	8%
\$40K–\$74,999:	23%
\$75K+	63%



CHILDREN

1 or more in HH:	45%
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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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