

VIEWER PROFILE



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

Suburban Style/Blue Sky Boomers **106 or 6% more likely to watch (than the general population)**
 Autumn Years **110 or 10% more likely to watch**
 Aspirational Fusion **126 or 26% more likely to watch**



GENDER

Male: **55%**
 Female: **45%**



HOME OWNERSHIP

Own Home: **64%**
 Rent: **33%**



HOUSEHOLD INCOME

\$100K+: **26%**
 \$75K - \$99,999: **14%**
 \$50K - \$74,999: **17%**
 \$30K - \$49,999: **24%**



AGE

18 - 34: **21%**
 35 - 54: **35%**
 55+: **44%**



EDUCATION

Graduated College: **26%**
 Some College: **32%**



PRESENCE OF CHILDREN

1+ Child in HH: **32%**



MARITAL STATUS

Single (Never Married): **28%**
 Married: **52%**

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

- Snowpiercer
- Animal Kingdom
- The Alienist
- Claws
- Tell Me Your Secrets
- Drop the Mic
- Snoop Dogg Presents The Jokers Wild
- AEW: Dynamite
- NBA and NCAA Basketball

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



TNT is the go-to destination for great storytelling. TNT pulls you in and takes you to the edge of your seat. TNT is home to original drama series, syndicated dramas and primetime specials. TNT also features blockbuster movies and championship sports coverage, including the NBA programming, the PGA Championship and the NCAA® Division I Men's Basketball Championship® Tournament.

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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