

VIEWER PROFILE



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

Young City Solos	120 or 20% more likely to watch (than the general population)
Aspirational Fusion	127 or 27% more likely to watch
Thrifty Habits	116 or 16% more likely to watch



GENDER

Male:	60%
Female:	40%



HOME OWNERSHIP

Own Home:	58%
Rent:	38%



HOUSEHOLD INCOME

\$100K+:	32%
\$75K - \$99,999:	16%
\$50K - \$74,999:	15%
\$30K - \$49,999:	20%



AGE

18 – 34:	35%
35 – 54:	39%
55+:	26%



EDUCATION

Graduated College:	30%
Some College:	32%



PRESENCE OF CHILDREN

1+ Child in HH:	38%
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MARITAL STATUS

Single (Never Married):	37%
Married:	47%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, 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
- Crank Yankers
- Aquafina is Nora from Queens
- This Week at the Comedy Cellar
- Good Talk with Anthony Jeselnik
- Robbie
- Doing the Most with Phoebe Robinson
- Tosh.0
- 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.