

VIEWER PROFILE



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

Suburban Style	127 or 27% more likely to watch (than the general population)
Family Union	116 or 16% more likely to watch
Blue Sky Boomers	128 or 28% more likely to watch



GENDER

Male:	66%
Female:	34%



HOME OWNERSHIP

Own Home:	65%
Rent:	32%



HOUSEHOLD INCOME

\$100K+:	26%
\$75K - \$99,999:	15%
\$50K - \$74,999:	17%
\$30K - \$49,999:	24%



AGE

18 – 34:	17%
35 – 54:	41%
55+:	42%



EDUCATION

Graduated College:	25%
Some College:	33%



PRESENCE OF CHILDREN

1+ Child in HH:	33%
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MARITAL STATUS

Single (Never Married):	28%
Married:	53%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: IFC. *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

- Year of the Rabbit
- 3rd Rock From the Sun
- Documentary Now
- Stan Against Evil
- Comedy Bang! Bang!
- Baroness Von Sketch Show
- Sherman's Showcase
- Two and a Half Men
- Scrubs

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



IFC is the home of offbeat, unexpected comedies. Original series air alongside fan-favorite movies and comedic cult TV shows. IFC is owned and operated by AMC Networks Inc., and available across multiple platforms. IFC is Always On Slightly Off.