

VIEWER PROFILE



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

Suburban Style	125 or 25% more likely to watch (than the general population)
Autumn Years/Aspirational Fusion	109 or 9% more likely to watch
Thrifty Habits	113 or 13% more likely to watch



GENDER

Male:	56%
Female:	44%



HOME OWNERSHIP

Own Home:	68%
Rent:	29%



HOUSEHOLD INCOME

\$100K+:	29%
\$75K - \$99,999:	15%
\$50K - \$74,999:	17%
\$30K - \$49,999:	22%



AGE

18 – 34:	20%
35 – 54:	36%
55+:	44%



EDUCATION

Graduated College:	27%
Some College:	32%



PRESENCE OF CHILDREN

1+ Child in HH:	30%
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MARITAL STATUS

Single (Never Married):	27%
Married:	53%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, 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
- Wipeout
- The Cube
- 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.