

## VIEWER PROFILE



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

Suburban Style/Thrifty Habits	<b>128 or 28% more likely to watch (than the general population)</b>
Golden Year Guardians	<b>113 or 13% more likely to watch</b>
Aspirational Fusion	<b>122 or 22% more likely to watch</b>



### GENDER

Male:	<b>56%</b>
Female:	<b>44%</b>



### HOME OWNERSHIP

Own Home:	<b>66%</b>
Rent:	<b>31%</b>



### HOUSEHOLD INCOME

\$100K+:	<b>27%</b>
\$75K - \$99,999:	<b>16%</b>
\$50K - \$74,999:	<b>17%</b>
\$30K - \$49,999:	<b>23%</b>



### AGE

18 – 34:	<b>19%</b>
35 – 54:	<b>35%</b>
55+:	<b>46%</b>



### EDUCATION

Graduated College:	<b>25%</b>
Some College:	<b>34%</b>



### PRESENCE OF CHILDREN

1+ Child in HH:	<b>30%</b>
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### MARITAL STATUS

Single (Never Married):	<b>26%</b>
Married:	<b>52%</b>

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, 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
- AEW: Dynamite
- Claws
- Rhodes to the Top
- Charmed
- Supernatural
- The Inside Story
- 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.