

## Viewer Profile

### Age

18 – 34	46%
35 – 54	36%
55+	18%

### Gender

Male	59%
Female	41%

### Education

Attended College	45%
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### Household Income

\$75K+	41%
\$50K - \$74,999	18%
\$30K - \$49,999	20%

### Home Ownership

Own Home	69%
Rent Home	29%

### Presence of Children

1+ Child in HH	35%
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Median Age . . . . . 37.1

Median of Household Income . . . . 61.1



COMEDY CENTRAL is the undisputed, go-to comedy provider - the one and only network dishing it out 24/7. Powered by the biggest names and freshest talent, it's guaranteed to be brutally honest, slightly absurd and always relevant. COMEDY CENTRAL engages a young adult audience eager to watch - and share - unexpected, up-to-the-minute originals like THE DAILY SHOW WITH JON STEWART, THE COLBERT REPORT, SOUTH PARK, and TOSH.0, as well as cutting edge stand-up specials and can't-miss events like the annual COMEDY CENTRAL ROAST.

## Programming Highlights

- The Jeff Dunham Show
- The Daily Show
- Comedy Central Roast
- South Park
- Ugly Americans
- Futurama
- It's Always Sunny in Philadelphia
- Chappelle's Show
- Sit Down, Shut Up
- Comedy Central Presents



The Daily Show



Chappelle's Show



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.