

Viewer Profile

Age

18 – 34	35%
35 – 54	43%
55+	22%

Gender

Male	46%
Female	54%

Education

Attended College	45%
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Household Income

\$75K+	38%
\$50K - \$74,999	18%
\$30K - \$49,999	21%

Home Ownership

Own Home	69%
Rent Home	29%

Presence of Children

1+ Child in HH	39%
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Median Age 41.3

Median of Household Income 57.5



TBS is the leading destination for comedy - whatever your sense of humor, TBS has shows that will make you laugh out loud. TBS offers a very funny line-up including original series *Tyler Perry's House of Payne*, *Tyler Perry's Meet the Browns*, *Are We There Yet*, *Glory Daze*, *Lopez Tonight* and *Conan*. As the leader in comedy, TBS turns movies into branded events through exclusive hosted movie showcases, such as *Movie & a Makeover*, *Dinner & a Movie*, *TBS Movie Extra* and *TBS Weekend Extra* which are among the most watched theatrical presentations on cable. Sports coverage on TBS includes Sunday MLB and MLB Postseason.

Programming Highlights

- Are We There Yet?
- Meet the Browns
- Family Guy
- House of Payne
- Dinner & a Movie
- Movie & a Makeover
- American Dad
- The Office



The Office



Are We There Yet?



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.