

## VIEWER PROFILE



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

Booming With Confidence **108 or 8% more likely to watch (than the general population)**  
 Suburban Style **111 or 11% more likely to watch**  
 Blue Sky Boomers **108 or 8% more likely to watch**



### GENDER

Male: **56%**  
 Female: **44%**



### HOME OWNERSHIP

Own Home: **66%**  
 Rent: **30%**



### HOUSEHOLD INCOME

\$100K+: **28%**  
 \$75K - \$99,999: **15%**  
 \$50K - \$74,999: **18%**  
 \$30K - \$49,999: **22%**



### AGE

18 - 34: **22%**  
 35 - 54: **38%**  
 55+: **40%**



### EDUCATION

Graduated College: **26%**  
 Some College: **33%**



### PRESENCE OF CHILDREN

1+ Child in HH: **33%**



### MARITAL STATUS

Single (Never Married): **27%**  
 Married: **54%**

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: AMC. \*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

- The Walking Dead
- Dispatches From Elsewhere
- The Terror
- NOS4A2
- McMafia
- Better Call Saul
- Ride with Norman Reedus
- Fear the Walking Dead
- Talking Dead

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



Whether commemorating favorite films from every genre and decade, or creating acclaimed original programming, AMC brings to its audience something deeper, something richer, AMC: Something More.

## VIEWER PROFILE for their DIGITAL PROPERTY



### AGE:

18 – 34:	35%
35 – 64:	55%
65+:	9%



### GENDER

Male:	47%
Female:	53%



### HOUSEHOLD INCOME

\$25K – \$99,999:	9%
\$40K–\$74,999:	29%
\$75K+	56%



### CHILDREN

1 or more in HH:	42%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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