

VIEWER PROFILE



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

Singles and Starters	141 or 41% more likely to watch (than the general population)
Cultural Connections	131 or 31% more likely to watch
Aspirational Fusion	188 or 88% more likely to watch



GENDER

Male:	63%
Female:	37%



HOME OWNERSHIP

Own Home:	46%
Rent:	47%



HOUSEHOLD INCOME

\$100K+:	23%
\$75K - \$99,999:	13%
\$50K - \$74,999:	17%
\$30K - \$49,999:	25%



AGE

18 - 34:	59%
35 - 54:	33%
55+:	8%



EDUCATION

Graduated College:	22%
Some College:	30%



PRESENCE OF CHILDREN

1+ Child in HH:	44%
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MARITAL STATUS

Single (Never Married):	55%
Married:	34%

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

- Robot Chicken
- Squidbillies
- Hot Streets
- Mike Tyson Mysteries
- The Venture Bros
- Your Pretty Face is Going to Hell
- Ballmastrz 9009
- Black Jesus
- Dream Corp LLC

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



Adult Swim is the adult-oriented nighttime programming block of the American children's cable network Cartoon Network. The block gets its name from a phrase used by public swimming pools in the United States to label designated times when children are restricted from using the facilities in favor of adults.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

18 – 34:	53%
35 – 64:	40%
65+:	2%



GENDER

Male:	63%
Female:	37%



HOUSEHOLD INCOME

\$25K – \$99,999:	10%
\$40K–\$74,999:	29%
\$75K+	48%



CHILDREN

1 or more in HH:	45%
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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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