




VIEWER PROFILE


	TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:	
	Thrifty Habits	119 or 19% more likely to watch (than the general population)
	Suburban Style/Aspirational Fusion	116 or 16% more likely to watch
	Autumn Years	117 or 17% more likely to watch


	GENDER	
	Male:	55%
	Female:	45%


	HOME OWNERSHIP	
	Own Home:	67%
	Rent:	30%

	HOUSEHOLD INCOME	
	\$100K+:	29%
	\$75K - \$99,999:	15%
	\$50K - \$74,999:	16%
	\$30K - \$49,999:	23%

	AGE	
	18 – 34:	19%
	35 – 54:	35%
	55+:	46%

	EDUCATION	
	Graduated College:	25%
	Some College:	34%

	PRESENCE OF CHILDREN	
	1+ Child in HH:	30%

	MARITAL STATUS	
	Single (Never Married):	26%
	Married:	53%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, 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
- Soulmates
- Ultra City Smiths
- Kevin Can F**k Himself
- 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.



AMC is home to some of the most popular and acclaimed programs on television. 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.