

VIEWER PROFILE



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

Aspirational Fusion	160 or 60% more likely to watch (than the general population)
Thrifty Habits	155 or 55% more likely to watch
Singles and Starters	148 or 48% more likely to watch



GENDER

Male:	63%
Female:	37%



HOME OWNERSHIP

Own Home:	46%
Rent:	47%



HOUSEHOLD INCOME

\$100K+:	25%
\$75K - \$99,999:	14%
\$50K - \$74,999:	15%
\$30K - \$49,999:	23%



AGE

18 – 34:	55%
35 – 54:	34%
55+:	11%



EDUCATION

Graduated College:	23%
Some College:	32%



PRESENCE OF CHILDREN

1+ Child in HH:	43%
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MARITAL STATUS

Single (Never Married):	54%
Married:	35%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, 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
- Mike Tyson Mysteries
- Ballmastrz 9009
- Squidbillies
- Final Space
- Birdgirl
- Rick & Morty
- Tuca & Bertie
- 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.