

VIEWER PROFILE



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

Suburban Style	118 or 18% more likely to watch (than the general population)
Aspirational Fusion	119 or 19% more likely to watch
Thrifty Habits	114 or 14% more likely to watch



GENDER

Male:	55%
Female:	45%



HOME OWNERSHIP

Own Home:	63%
Rent:	34%



HOUSEHOLD INCOME

\$100K+:	60%
\$75K - \$99,999:	16%
\$50K - \$74,999:	17%
\$30K - \$49,999:	21%



AGE

18 – 34:	28%
35 – 54:	39%
55+:	33%



EDUCATION

Graduated College:	28%
Some College:	33%



PRESENCE OF CHILDREN

1+ Child in HH:	36%
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MARITAL STATUS

Single (Never Married):	31%
Married:	51%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: FX. *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

- American Horror Story
- Atlanta
- Pose
- Mayans MC
- Fargo
- Snowfall
- What We Do in the Shadows
- Mr Inbetween
- Better Things

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



FX consistently delivers groundbreaking shows that wow critics and shatter expectations. This commitment to producing provocative, original series combined with strong performing acquisitions and a slate of blockbuster movies fresh from the theater, has earned FX a fiercely dedicated following.