

[adult swim]

Description

Adult Swim is a late-night entertainment destination for young adults 18-34 featuring a variety of original, innovative and irreverent animation ranging from smart, edgy comedy to intense action-adventure. Adult Swim produces successful original series, features off-network acquisitions, and is home to high-octane anime shows.

Format

Entertainment

Gender	Col %	Index
Male	70.9	148
Female	29.1	56

Age	Col %	Index
18-34	56.4	192
18-49	88.3	156
25-54	58.1	107
35-64	43.5	82
50 +	11.7	27

Education	Col %	Index
High School Grad or Less	65.5	146
Some College (No Degree)	27.0	88
College Graduate	3.7	28
Beyond College Degree	3.8	34

Race	Col %	Index
White	69.7	85
African American	28.9	198
Other	1.4	44

Household Income	Col %	Index
0-\$19,999	16.5	174
\$20,000-\$29,999	14.8	137
\$30,000-\$39,999	18.8	122
\$40,000-\$49,999	7.1	67
\$50,000-\$74,999	14.1	75
\$75,000-\$99,999	7.5	48
\$100,000-\$149,999	16.7	130
\$150,000-\$249,999	3.2	65
\$250,000 +	1.3	85

Children	Col %	Index
Yes	59.1	145
No	40.9	69

Networks Viewed	Col %	Index
Comedy Central	76.8	366
History	71.6	229
Spike	68.5	451
Discovery	68.0	210
TNT	65.1	219
MTV	59.4	462
A&E	59.2	213
Cartoon	58.8	456
TBS	53.6	190
Syfy	52.6	297

Source: St. Louis Scarborough Feb08-Jan09

