

VIEWER PROFILE



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

Families in Motion	126 or 26% more likely to watch (than the general population)
Cultural Connections	135 or 35% more likely to watch
Aspirational Fusion	189 or 89% more likely to watch



GENDER

Male:	51%
Female:	49%



HOME OWNERSHIP

Own Home:	52%
Rent:	42%



HOUSEHOLD INCOME

\$100K+:	22%
\$75K - \$99,999:	14%
\$50K - \$74,999:	16%
\$30K - \$49,999:	26%



AGE

18 - 34:	41%
35 - 54:	38%
55+:	21%



EDUCATION

Graduated College:	21%
Some College:	31%



PRESENCE OF CHILDREN

1+ Child in HH:	51%
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MARITAL STATUS

Single (Never Married):	40%
Married:	44%

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

- Total Dramarama
- Teen Titans Go!
- OK K.O.! Let's Be Heroes!
- Steven Universe
- Justice League Action
- The Amazing World of Gumball
- We Bare Bears
- DC Super Hero Girls
- Mighty Magiswords

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



Cartoon Network is the funny and unexpected brand that stands out from the pack in a way that kids can relate, and celebrates all that is fun and funny with hilarious hit comedies.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

18 – 34:	54%
35 – 64:	30%
65+:	2%



GENDER

Male:	57%
Female:	43%



HOUSEHOLD INCOME

\$25K – \$99,999:	10%
\$40K–\$74,999:	21%
\$75K+	56%



CHILDREN

1 or more in HH:	63%
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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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