

VIEWER PROFILE



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

Promising Families	110 or 10% more likely to watch (than the general population)
Families in Motion	112 or 12% more likely to watch
Aspirational Fusion	114 or 14% more likely to watch



GENDER

Male:	56%
Female:	44%



HOUSEHOLD INCOME

\$100K+:	28%
\$75K - \$99,999:	14%
\$50K - \$74,999:	18%
\$30K - \$49,999:	23%



EDUCATION

Graduated College:	27%
Some College:	33%

American Horror Story



HOME OWNERSHIP

Atlanta	Own Home:	61%
Pose	Rent:	36%

Mayans MC



AGE

Fargo	18 - 34:	30%
Snowfall	35 - 54:	38%
Taboo	55+:	32%

Mr Inbetween



PRESENCE OF CHILDREN

Better Things	1+ Child in HH:	36%
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MARITAL STATUS

Single (Never Married):	33%
Married:	50%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, 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.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

18 – 34:	52%
35 – 64:	41%
65+:	7%



GENDER

Male:	52%
Female:	48%



HOUSEHOLD INCOME

\$25K – \$99,999:	10%
\$40K–\$74,999:	19%
\$75K+	60%



CHILDREN

1 or more in HH:	29%
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American Horror Story

Atlanta

Pose

Mayans MC

Fargo

Snowfall

Taboo

Mr Inbetween

Better Things

Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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