

[adult swim]

Adult Swim is the adult-oriented nighttime programming block of the Cartoon Network. **Adult Swim** currently broadcasts nightly from 8 p.m. to 6 a.m.



POPULAR SHOWS

- Robot Chicken
- Rick & Morty
- Bob's Burgers
- Family Guy

GENDER



PRESENCE OF CHILDREN

10% Age 2-11
22% Age 2-17

HOUSEHOLD INCOME

41% \$75K+
21% \$100K+
4% \$200K+

MEDIAN HOUSEHOLD INCOME

\$81,131

EDUCATION

45% Bachelors Degree or Higher

AGE

71% Adults 18-49
67% Adults 25-54
32 Median Age

HOME OWNERSHIP

59%

AUDIENCE COMPOSITION

35% African-American
11% Hispanic

