

## Viewer Profile

### Age

18 – 34	19%
35 – 54	34%
55+	47%

### Gender

Male	49%
Female	51%

### Education

Attended College	41%
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### Household Income

\$75K+	33%
\$50K - \$74,999	20%
\$30K - \$49,999	21%

### Home Ownership

Own Home	73%
Rent Home	23%

### Presence of Children

1+ Child in HH	25%
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Median Age . . . . . 53.6

Median of Household Income . . . . 53.2



AMC reigns as the only basic cable network to win back-to-back Primetime Emmy® Awards for Outstanding Drama Series and Golden Globe® Awards for Best Television Series-Drama and boasts a comprehensive library of the most entertaining movies of all time. Whether commemorating favorite films from every genre and decade or creating acclaimed original productions, the AMC experience is an uncompromising celebration of great stories. AMC: Story Matters Here.

## Programming Highlights

- The Walking Dead
- Mad Men
- Breaking Bad
- Rubicon
- Hell on Wheels
- The Killing
- Broken Trail
- The Prisoner



Mad Men



Breaking Bad



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.