

Viewer Profile

Age

18 – 34	50%
35 – 54	36%
55+	13%

Gender

Male	48%
Female	52%

Education

Attended College	36%
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Household Income

\$75K+	31%
\$50K - \$74,999	18%
\$30K - \$49,999	21%

Home Ownership

Own Home	63%
Rent Home	35%

Presence of Children

1+ Child in HH	57%
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Median Age 34.9

Median of Household Income 48.6



Cartoon Network is an outrageous environment that celebrates all kinds of youth-targeted entertainment, from original animation and reality series to the best in action-adventure and animé. Coupled with its top-rated, highly interactive Website for kids and families, Cartoon Network presents branded content that includes premier fantasy-adventure series as well as award-winning comedies.

Programming Highlights

- Firebreather
- Green Lantern
- Adventure Time
- Ben 10
- Total Drama Action
- Johnny Test
- The Garfield Show
- Generator Rex
- Chowder
- Star Wars: Clone Wars



Ben 10



Johnny Test



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.