



Viewer Profile

Age

18 – 34	26%
35 – 54	39%
55+	34%

Gender

Male	44%
Female	56%

Education

Attended College	40%
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Household Income

\$75K+	32%
\$50K - \$74,999	17%
\$30K - \$49,999	21%

Home Ownership

Own Home	66%
Rent Home	31%

Presence of Children

1+ Child in HH	37%
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Median Age 46.7

Median of Household Income 49.8

Animal Planet is the only entertainment brand that captures the innate drama and compelling characters of the animal kingdom across a broad range of entertainment genres, from the natural world to domestic pets.

Programming Highlights

- Pets 101
- Whale Wars
- River Monsters
- Fatal Attractions
- Life
- Untamed and Uncut
- I Shouldn't Be Alive
- Weird, True and Freaky
- It's Me or the Dog
- Pit Boss



Pit Boss



Whale Wars



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.