

Viewer Profile

Age

18 – 34	24%
35 – 54	37%
55+	39%

Gender

Male	64%
Female	36%

Education

Attended College	45%
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Household Income

\$75K+	38%
\$50K - \$74,999	20%
\$30K - \$49,999	21%

Home Ownership

Own Home	75%
Rent Home	22%

Presence of Children

1+ Child in HH	34%
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Median Age 49.4

Median of Household Income 58.5



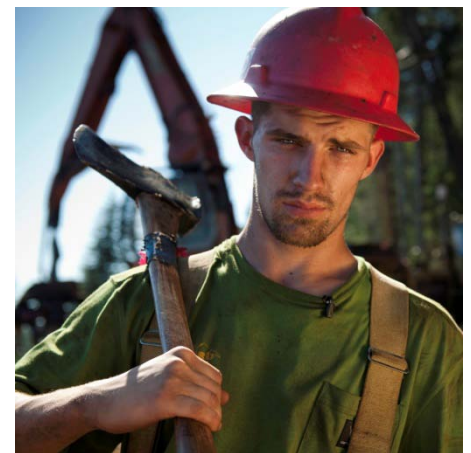
HISTORY is a leading television network featuring award-winning series and specials that invite viewers to experience the excitement and relevance of history. It's an adventure that encourages viewers to look back and ask How?, look around and ask Why?, and look forward and ask What if?.

Programming Highlights

- Pawn Stars
- American Pickers
- American Restoration
- America the Story of Us
- Swamp People
- Ice Road Truckers
- Ax Men
- Ancient Aliens
- Brad Meltzer's Decoded
- World War II in HD



Brad Meltzer's Decoded



Ax Men



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.