

VIEWER
PROFILE



GENDER

Male: 62.6%
Female: 37.4%



HOUSEHOLD INCOME

\$100K+: 23.3%
\$75K - \$99,999: 13.9%
\$50K - \$74,999: 17.2%
\$30K - \$49,999: 23.7%



EDUCATION

Graduated College: 28.5%
Some College: 33.1%



HOME OWNERSHIP

Own Home: 62.7%
Rent: 34.3%



AGE

18 – 34: 26.7%
35 – 54: 36.5%
55+: 36.8%



PRESENCE OF CHILDREN

1+ Child in HH: 29.2%



MARITAL STATUS

Single (Never Married): 33.4%
Married: 49.1%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: IFC (Independent Film Channel).

FEATURED
PROGRAMS

- Portlandia
- Brockmire
- Documentary Now
- Stan Against Evil
- Comedy Bang! Bang!
- Baroness Von Sketch Show
- Todd Margaret
- Food Party

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



IFC is the home of offbeat, unexpected comedies. Original series *Portlandia*, *Documentary Now!*, *Stan Against Evil* and *Brockmire* air alongside fan-favorite movies and comedic cult TV shows. IFC is owned and operated by AMC Networks Inc., and available across multiple platforms. IFC is *Always On Slightly Off*.