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animal planet

Network Profile

Animal Planet immerses viewers in the full range of the animal kingdom with rich, engaging, high-quality entertainment, information and enrichment. Animal Planet taps into the instincts that drive us with stories and characters that resonate with the human condition.

Age Groups

A 18-49	19%
A 25-54	25%
A 35-64	46%
Median Age	63

Household Income

\$75K+	63%
\$100K+	53%
\$125K+	37%
Median Income	\$87K

Education/Occupation

4+ Years College	34%
White Collar Workers	24%
Blue Collar Workers	10%
Professional/Managerial	31%

Home & Family

HH w/Children	37%
HH Size 4+	40%
Homeowner	78%
Pet Owner	69%

Race/Ethnicity

White	78%
African American	7%
Hispanic	5%

Gender

Male	49%
Female	51%

Featured Programs

My Cat From Hell	River Monsters	Tanked
Dogs101	Monsters Inside Me	Pit Bulls & Parolees
Gator Boys	Weird, True and Freaky	Wild Kingdom