



National Media Spots Inc.

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[adult swim]

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	64%
A 25-54	65%
A 35-64	63%
Median Age	41

Household Income

\$75K+	46%
\$100K+	31%
\$125K+	22%
Median Income	\$62K

Education/Occupation

4+ Years College	24%
White Collar Workers	23%
Blue Collar Workers	8%
Professional/Managerial	28%

Home & Family

HH w/Children	31%
HH Size 4+	39%
Homeowner	64%
Pet Owner	67%

Race/Ethnicity

White	57%
African American	25%
Hispanic	15%

Gender

Male	57%
Female	43%

Featured Programs

Rick & Morty	American Dad	Bob's Burgers
The Venture Bros	Harvey Birdman, Attorney at Law	The Eric Andre Show
On Cinema	Dream Corp LLC	Aqua Teen Hunger Force