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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	27%
A 25-54	34%
A 55+	39%
Median Age	59

Household Income

\$75K+	49%
\$100	33%
\$125K	20%
Median Income	\$67.7K

Education

4+ Years College	22%
White Collar Workers	39%
Blue Collar Workers	32%

Household

HH Size of 2	27%
HH w/Children	43%
A/B Counties	59%
C/D Counties	41%

Lifestyle

Own Home	71%
Own a Car/Truck	96%
Own Pets	79%

Gender

Male	53%
Female	47%

Featured Programs

Pitbulls and Parolees	North Woods Law	Puppy Bowl
Finding Bigfoot	My Cat From Hell	Alaska Law
Big, Small & Deadly	Crikey! It's the Irwins	Extinct or Alive