

VIEWER  
**PROFILE**



**GENDER**

Male: **49.4%**  
Female: **50.6%**



**HOUSEHOLD INCOME**

\$100K+: **19.4%**  
\$75K - \$99,999: **12.3%**  
\$50K - \$74,999: **16.9%**  
\$30K - \$49,999: **27.3%**



**EDUCATION**

Graduated College: **19.1%**  
Some College: **32.2%**



**HOME OWNERSHIP**

Own Home: **61.4%**  
Rent: **34.4%**



**AGE**

18 – 34: **27.9%**  
35 – 54: **38.6%**  
55+: **33.5%**



**PRESENCE OF CHILDREN**

1+ Child in HH: **39.6%**



**MARITAL STATUS**

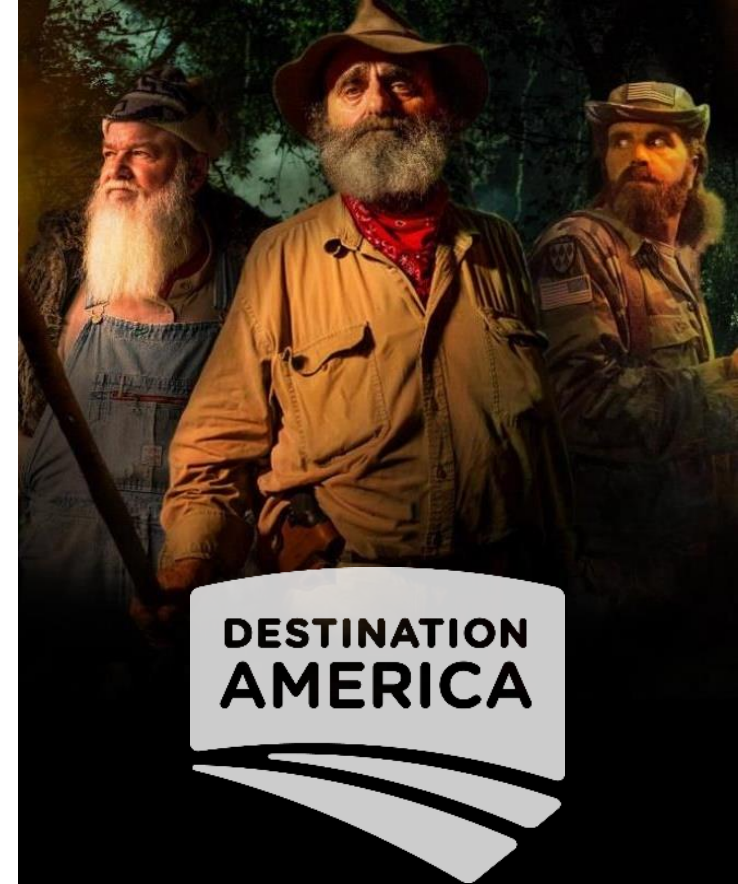
Single (Never Married): **33.0%**  
Married: **49.4%**

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: Destination America.

FEATURED  
**PROGRAMS**

- Haunted Towns
- Ghost Brothers
- Terror in the Woods
- Mountain Monsters
- Ghosts of Shepherdstown
- Paranormal Survivor
- Alien Files
- Haunted Case Files

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



As the only network that celebrates the people, places, and stories of the United States, Destination America is an inclusive network targeting Adults 25-54 and is available in 54 million homes. From spine-tingling campfire tales to uncovering history's greatest mysteries, the network's original series showcase the curiosity and adventurous spirit at the heart of being American.

## VIEWER PROFILE



### AGE

|                |       |
|----------------|-------|
| 18 – 34: ..... | 25.3% |
| 35 – 64: ..... | 67.3% |
| 65+: .....     | 6.7%  |



### GENDER

|               |       |
|---------------|-------|
| Male: .....   | 39.9% |
| Female: ..... | 60.1% |



### HOUSEHOLD INCOME

|                         |       |
|-------------------------|-------|
| \$25K - \$39,999: ..... | 14.4% |
| \$40K - \$74,999: ..... | 33.4% |
| \$75K+: .....           | 39.6% |



### PRESENCE OF CHILDREN

|                        |       |
|------------------------|-------|
| 1 or more in HH: ..... | 27.6% |
|------------------------|-------|

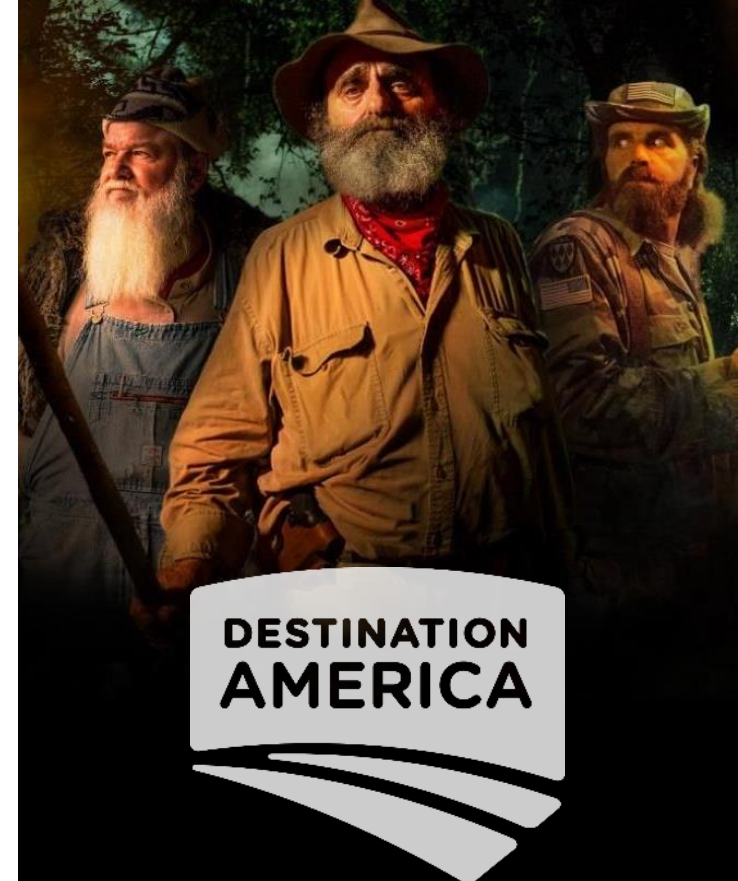
Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

## FEATURED

## PROGRAMS

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