

VIEWER PROFILE



GENDER

Male:	44%
Female:	56%



HOUSEHOLD INCOME

\$100K+:	19%
\$75K - \$99,999:	10%
\$50K - \$74,999:	19%
\$30K - \$49,999:	26%



EDUCATION

Graduated College:	19%
Some College:	55%



HOME OWNERSHIP

Own Home:	58%
Rent:	42%



AGE

18 - 34:	39%
35 - 54:	41%
55+:	20%



PRESENCE OF CHILDREN

1+ Child in HH:	64%
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Source: Nielsen Npower. Calendar Year 2017. Viewership Demographics by percentage of impressions on Network: Disney XD

FEATURED PROGRAMS

- Future-Worm!
- Star Wars Rebels
- DuckTales
- Big Hero 6
- Milo Murphy's Law
- Marvel's Guardians of the Galaxy
- Beyblade Burst
- Pickle and Peanut

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



Turns out our network name means 'big laugh' in texting shorthand. It's an Emoji, which is Japanese and very complicated. Let's just say if you take 'XD' and rotate it a quarter turn to the right, you get a wide smile with squinting eyes. You could say that's how we roll: we like to start with a laugh then turn it on its ear.