

## VIEWER PROFILE

### Gender

Male: **48.0%**

Female: **52.0%**

### Household Income

\$75K+: **15.7%**

\$50K - \$74,999: **23.1%**

\$25K - \$49,999: **24.3%**

### Education

Graduated College: **11.7%**

### Age

18 – 34: **26.7%**

35– 49: **26.9%**

50+: **46.5%**

### Home Ownership

Own Home: **72.4%**

### Presence of Children

1+ Child in HH: **34.0%**

Source: 2015 Doublebase GfK MRI weighted to Population (000)

Base: All

## FEATURED PROGRAMS

- Junk Gypsies
- Living Alaska
- Flea Market Flip
- Flippin' RVs
- GAC Top 20 Country Countdown
- Lake Guys
- Farm Kings
- Wrangler National Finals Rodeo

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Great American Country (GAC) is home to the best in country music entertainment and country lifestyle programming. It reaches over 63 million households. GAC combines country lifestyle programming, originally produced music-based programs, live concert specials, music news and music videos. GAC brings viewers closer to country music's most popular artists through in-depth interviews about their music, their lives and influences.