

VIEWER  
**PROFILE**



**GENDER**

Male: **60.3%**  
Female: **39.7%**



**HOUSEHOLD INCOME**

\$100K+: **23.5%**  
\$75K - \$99,999: **14.5%**  
\$50K - \$74,999: **17.6%**  
\$30K - \$49,999: **25.2%**



**EDUCATION**

Graduated College: **23.8%**  
Some College: **33.4%**



**HOME OWNERSHIP**

Own Home: **71.8%**  
Rent: **25.0%**



**AGE**

18 – 34: **20.2%**  
35 – 54: **33.3%**  
55+: **46.5%**



**PRESENCE OF CHILDREN**

1+ Child in HH: **30.8%**



**MARITAL STATUS**

Single (Never Married): **24.0%**  
Married: **56.4%**

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

FEATURED  
**PROGRAMS**

- Curse of Oak Island
- Vikings
- Alone
- Pawn Stars
- Forged in Fire
- American Pickers
- Mountain Men
- Counting Cars
- Six

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



HISTORY is the leading destination for award-winning original series and specials that connect viewers with history in an informative, immersive and entertaining manner across all platforms.

## VIEWER PROFILE



### AGE

18 – 34: .....	<b>37.8%</b>
35 – 64: .....	<b>48.2%</b>
65+: .....	<b>8.0%</b>



### GENDER

Male: .....	<b>51.8%</b>
Female: .....	<b>48.2%</b>



### HOUSEHOLD INCOME

\$25K - \$39,999: .....	<b>8.2%</b>
\$40K - \$74,999: .....	<b>19.7%</b>
\$75K+: .....	<b>65.5%</b>



### PRESENCE OF CHILDREN

1 or more in HH: .....	<b>49.2%</b>
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

## FEATURED

## PROGRAMS

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