

VIEWER PROFILE



GENDER

Male:	59%
Female:	41%



HOUSEHOLD INCOME

\$100K+:	32%
\$75K - \$99,999:	14%
\$50K - \$74,999:	23%
\$30K - \$49,999:	17%



EDUCATION

Graduated College:	27%
Some College:	68%



HOME OWNERSHIP

Own Home:	67%
Rent:	33%



AGE

18 - 34:	32%
35 - 54:	40%
55+:	29%



PRESENCE OF CHILDREN

1+ Child in HH:	32%
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Source: Nielsen Npower. Calendar Year 2017. Viewership Demographics by percentage of impressions on Network: Viceland

FEATURED PROGRAMS

- King of the Road
- Weediquette
- Hate Thy Neighbor
- The Pizza Show
- Vice Does America
- Payday
- Desus & Mero
- Bong Appetit

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



VICELAND

Most TV channels are just a collection of shows - VICELAND is a collection of personal points-of-view. VICELAND is a 24-hour cable channel specially programmed with engaging, original content across the worlds of culture, food, sex, fashion, music, sports, and much more. Everything at VICELAND has a reason to exist and a strong perspective. Our mission is to examine the world we live in, and explore the things that confuse us, make us curious, make us laugh, or awaken our sense of wonder.