

VIEWER PROFILE



Gender

Male **42.9%**
 Female **57.1%**



Household Income

\$75K+ **43.6%**
 \$50K - \$74,999 **24.3%**
 \$25K - \$49,999 **22.0%**



Education

Graduated College **24.9%**



Age

18 – 34 **18.8%**
 35 – 54 **42.3%**
 55+ **38.8%**



Home Ownership

Own Home **66.4%**
 Rent **22.6%**



Presence of Children

1+ Child in HH **38.0%**

Source: The Nielsen Co., @Plan, Report Base = Online 18+, 1Q'15. As of 8/13/15.

AUDIENCE

- Appeals to Comcast customers
- Attracts a large pool of loyal & affluent consumers



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