



**Animal Planet** is dedicated to creating high-quality content with global appeal, delivering on its mission to keep the childhood joy and wonder of animals alive by bringing people up close in every way.



### POPULAR SHOWS

- Lone Star Law
- Pit Bulls & Parolees
- Crikey! It's the Irwins
- The Zoo

### GENDER



### PRESENCE OF CHILDREN

**17%** Age 2-11  
**26%** Age 2-17

### HOUSEHOLD INCOME

**50%** \$75K+  
**33%** \$100K+  
**8%** \$200K+

### MEDIAN HOUSEHOLD INCOME

**\$65,815**

### EDUCATION

**36%** Bachelors Degree or Higher

### AGE

**29%** Adults 18-49  
**34%** Adults 25-54  
**53** Median Age

### HOME OWNERSHIP

**66%**

### AUDIENCE COMPOSITION

**16%** African-American  
**12%** Hispanic

