



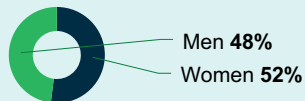
Destination America celebrates the people, places, and stories of the United States. Viewers will explore genres including travel, food, adventure, home, and natural history, as well as original series covering diverse subjects.



POPULAR SHOWS

- BBQ Pitmasters
- Tiny House, Big Living
- Pool Kings
- Buying Alaska
- Buying Hawaii

GENDER



PRESENCE OF CHILDREN

18% Age 2-11
30% Age 2-17

HOUSEHOLD INCOME

70% \$75K+
49% \$100K+
17% \$200K+

MEDIAN HOUSEHOLD INCOME

\$80,289

EDUCATION

39% Bachelors Degree or Higher

AGE

31% Adults 18-49
41% Adults 25-54
52 Median Age

HOME OWNERSHIP

78%

AUDIENCE COMPOSITION

18% African-American
10% Hispanic

