

VIEWER PROFILE



GENDER

Male:	55%
Female:	45%



HOME OWNERSHIP

Own Home:	72%
Rent:	28%



HOUSEHOLD INCOME

\$100K+:	26%
\$75K - \$99,999:	13%
\$50K - \$74,999:	21%
\$30K - \$49,999:	21%



AGE

18 - 34:	11%
35 - 54:	34%
55+:	55%



EDUCATION

Graduated College:	30%
Some College:	41%



PRESENCE OF CHILDREN

1+ Child in HH:	22%
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Source: Nielsen Npower. Calendar Year 2018. Viewership Demographics by Network: BBC America.

FEATURED PROGRAMS

- Doctor Who
- Luther
- Dynasties
- The Graham Norton Show
- Killing Eve
- World Darts Championship
- Top Gear
- The Watch
- Blue Planet Now

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



BBC AMERICA

Proud to be British and chuffed to be in America, BBC America offers the best British entertainment and groundbreaking U.S. originals, featuring a robust lineup of sci-fi, comedy, reality, drama, documentary, and movies, all delivered in a uniquely British voice.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

18 – 34:	27%
35 – 64:	42%
65+:	31%



GENDER

Male:	19%
Female:	81%



HOUSEHOLD INCOME

\$25K – \$99,999:	8%
\$40K–\$74,999:	29%
\$75K+	62%



CHILDREN

1 or more in HH:	39%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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