

VIEWER PROFILE



GENDER

Male:	57%
Female:	43%



HOME OWNERSHIP

Own Home:	76%
Rent:	24%



HOUSEHOLD INCOME

\$100K+:	32%
\$75K - \$99,999:	14%
\$50K - \$74,999:	21%
\$30K - \$49,999:	21%



AGE

18 – 34:	7%
35 – 54:	32%
55+:	57%



EDUCATION

Graduated College:	32%
Some College:	66%



PRESENCE OF CHILDREN

1+ Child in HH:	22%
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Source: Nielsen Npower. Calendar Year 2020. Viewership Demographics by Network: BBC America.

FEATURED PROGRAMS

- Doctor Who
- Meerkat Manor: Rise of the Dynasty
- One Wild Day
- The Graham Norton Show
- Killing Eve
- Thursday Night Darts
- Top Gear
- The Watch
- Eden

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

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