

Network Details



BBC America dares to be different. It brings U.S. audiences the very best of British television from one of the world's leading broadcasters. Viewers can enjoy a vibrant new generation of British programs – delivered on a single channel that is bold, engaging and always wickedly entertaining. In a schedule packed with U.S. premieres, BBC America presents a fresh, rich and diverse mix of provocative dramas and outrageous comedies, plus live news from around the globe.

Age

18-34 25%

35-54 44%

55+ 31%

Gender

Men 54%

Women 46%

Education

College Grad + 37%

Attended College 32%

Household Income

\$75K + 43%

\$50K – \$74,999 23%

\$30K – \$49,999 16%

Home Ownership

Own Home 76%

Rent Home 22%

Presence of Children

1 + Child in Household 32%

Median Age 46

Median Household Income \$67,000