

## VIEWER PROFILE



### TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX\*:

Booming With Confidence	122 or 22% more likely to watch (than the general population)
Blue Sky Boomers	123 or 23% more likely to watch
Golden Year Guardians	139 or 39% more likely to watch



### GENDER

Male:	57%
Female:	43%



### HOME OWNERSHIP

Own Home:	72%
Rent:	26%



### HOUSEHOLD INCOME

\$100K+:	26%
\$75K - \$99,999:	14%
\$50K - \$74,999:	18%
\$30K - \$49,999:	25%



### AGE

18 - 34:	14%
35 - 54:	28%
55+:	58%



### EDUCATION

Graduated College:	24%
Some College:	35%



### PRESENCE OF CHILDREN

1+ Child in HH:	24%
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### MARITAL STATUS

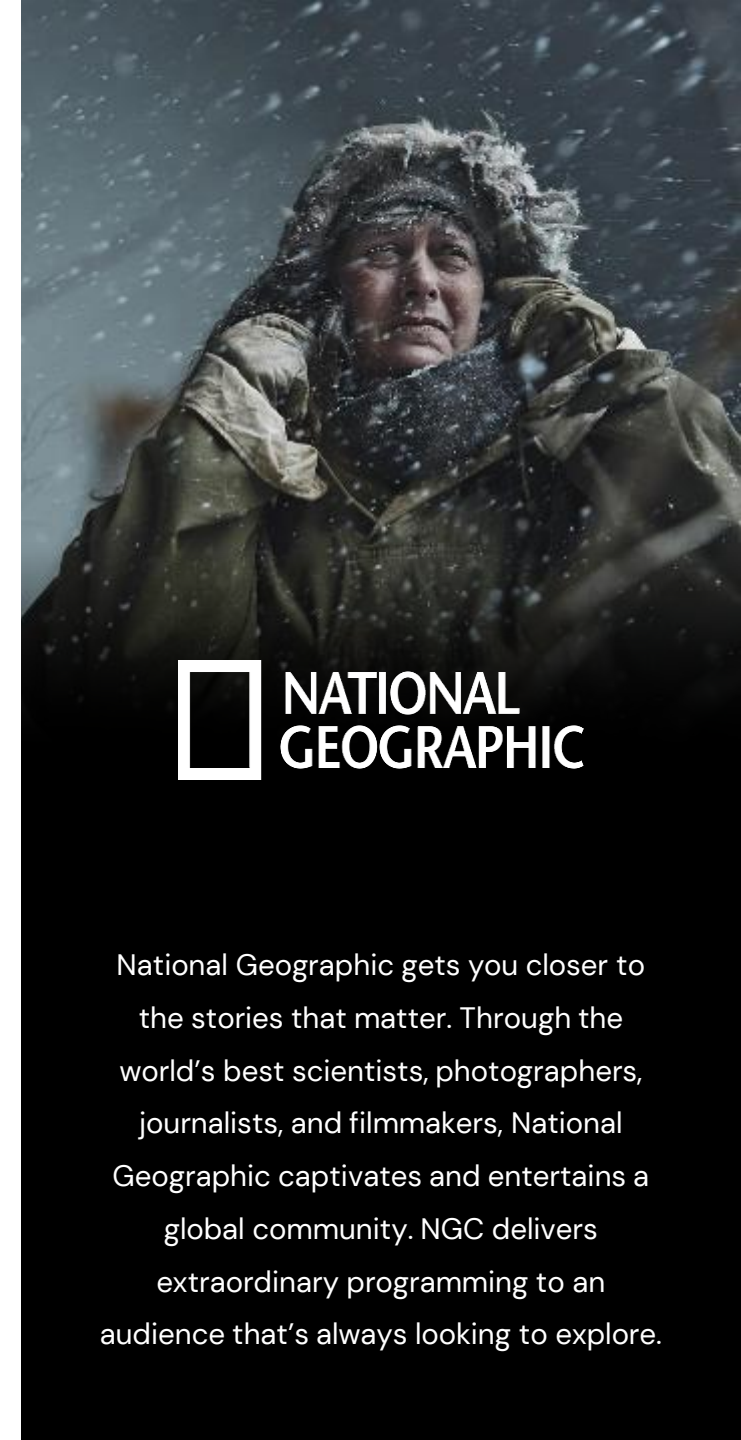
Single (Never Married):	21%
Married:	57%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: National Geographic. \*Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

## FEATURED PROGRAMS

- Life Below Zero
- Wicked Tuna
- Explorer
- Mars
- Cosmos
- Brian Games
- Running Wild with Bear Grylls
- Genius
- Rocky Mountain Law

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



**NATIONAL  
GEOGRAPHIC**

National Geographic gets you closer to the stories that matter. Through the world's best scientists, photographers, journalists, and filmmakers, National Geographic captivates and entertains a global community. NGC delivers extraordinary programming to an audience that's always looking to explore.

## VIEWER PROFILE for their DIGITAL PROPERTY



### AGE:

18 – 34:	33%
35 – 64:	51%
65+:	9%



### GENDER

Male:	31%
Female:	69%



### HOUSEHOLD INCOME

\$25K – \$99,999:	6%
\$40K–\$74,999:	25%
\$75K+	60%



### CHILDREN

1 or more in HH:	42%
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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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