

VIEWER PROFILE



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

| | |
|--------------------------|---|
| Thriving Boomers | 120 or 20% more likely to watch (than the general population) |
| Middle-Class Melting Pot | 119 or 19% more likely to watch |
| Golden Year Guardians | 114 or 14% more likely to watch |



GENDER

| | |
|---------|-----|
| Male: | 51% |
| Female: | 49% |



HOME OWNERSHIP

| | |
|-----------|-----|
| Own Home: | 68% |
| Rent: | 29% |



HOUSEHOLD INCOME

| | |
|-------------------|-----|
| \$100K+: | 27% |
| \$75K - \$99,999: | 14% |
| \$50K - \$74,999: | 18% |
| \$30K - \$49,999: | 25% |



AGE

| | |
|----------|-----|
| 18 - 34: | 20% |
| 35 - 54: | 33% |
| 55+: | 47% |



EDUCATION

| | |
|--------------------|-----|
| Graduated College: | 25% |
| Some College: | 34% |



PRESENCE OF CHILDREN

| | |
|-----------------|-----|
| 1+ Child in HH: | 30% |
|-----------------|-----|



MARITAL STATUS

| | |
|-------------------------|-----|
| Single (Never Married): | 24% |
| Married: | 57% |

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: Travel Channel. *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

- Ghost Adventures
- Ghost Brothers
- Ghost Nation
- Kindred Spirits
- Lost in the Wild
- Haunting in the Heartland
- The Dead Files
- Portals to Hell
- The Holzer Files

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



Travel Channel is for the bold, daring, and spontaneous; those adventurers who embrace the thrill of the unexpected; those risk takers who aren't afraid of a little mystery; if you're up for anything, down for whatever, and love great stories, journey on to Travel Channel.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

| | |
|----------|-----|
| 18 – 34: | 25% |
| 35 – 64: | 64% |
| 65+: | 11% |



GENDER

| | |
|---------|-----|
| Male: | 33% |
| Female: | 67% |



HOUSEHOLD INCOME

| | |
|-------------------|-----|
| \$25K – \$99,999: | 8% |
| \$40K–\$74,999: | 27% |
| \$75K+ | 60% |



CHILDREN

| | |
|------------------|-----|
| 1 or more in HH: | 35% |
|------------------|-----|

Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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