

VIEWER PROFILE



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

| | |
|-----------------------|---|
| Autumn Years | 120 or 20% more likely to watch (than the general population) |
| Golden Year Guardians | 128 or 28% more likely to watch |
| Blue Sky Boomers | 123 or 23% more likely to watch |



GENDER

| | |
|---------|-----|
| Male: | 44% |
| Female: | 56% |



HOME OWNERSHIP

| | |
|-----------|-----|
| Own Home: | 67% |
| Rent: | 30% |



HOUSEHOLD INCOME

| | |
|-------------------|-----|
| \$100K+: | 23% |
| \$75K - \$99,999: | 15% |
| \$50K - \$74,999: | 17% |
| \$30K - \$49,999: | 25% |



AGE

| | |
|----------|-----|
| 18 – 34: | 18% |
| 35 – 54: | 32% |
| 55+: | 50% |



EDUCATION

| | |
|--------------------|-----|
| Graduated College: | 21% |
| Some College: | 34% |



PRESENCE OF CHILDREN

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



MARITAL STATUS

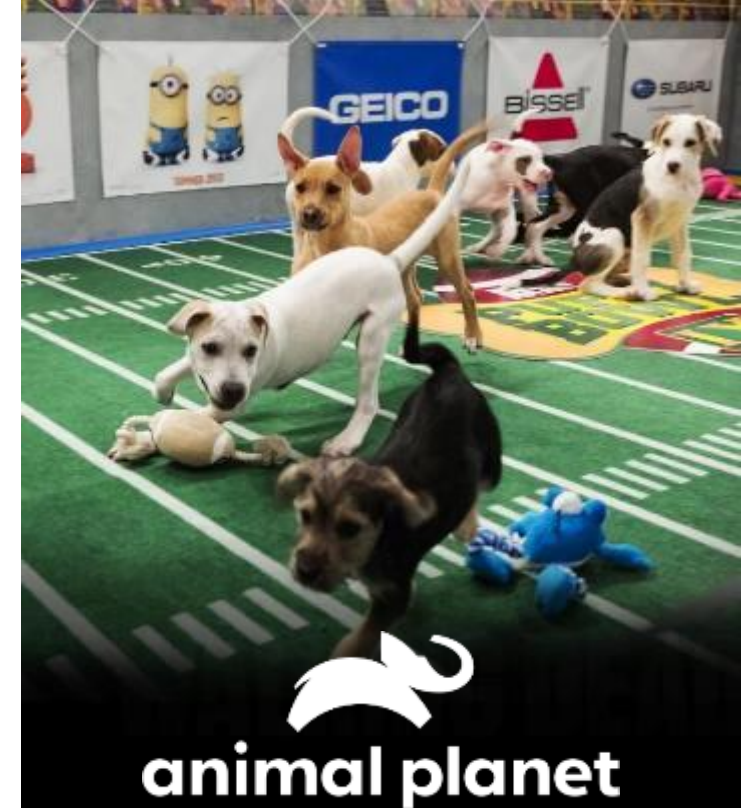
| | |
|-------------------------|-----|
| Single (Never Married): | 24% |
| Married: | 53% |

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: Animal Planet. *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

- Lone Star Law
- Puppy Bowl
- Pit Bulls & Parolees
- North Woods Law
- My Cat From Hell
- Dr. Jeff: Rocky Mountain Vet
- The Zoo
- The Aquarium
- I Was Prey

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



Animal Planet immerses viewers in the full range of the animal kingdom with rich, engaging, high-quality entertainment, information and enrichment. Animal Planet is dedicated to creating high quality content with global appeal delivering on its mission to keep the childhood joy and wonder of animals alive by bringing people up close in every way.