

VIEWER PROFILE



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

Suburban Style	125 or 25% more likely to watch (than the general population)
Autumn Years	124 or 24% more likely to watch
Blue Sky Boomers	128 or 28% more likely to watch



GENDER

Male:	51%
Female:	49%



HOME OWNERSHIP

Own Home:	67%
Rent:	30%



HOUSEHOLD INCOME

\$100K+:	30%
\$75K - \$99,999:	14%
\$50K - \$74,999:	16%
\$30K - \$49,999:	22%



AGE

18 – 34:	18%
35 – 54:	41%
55+:	41%



EDUCATION

Graduated College:	21%
Some College:	33%



PRESENCE OF CHILDREN

1+ Child in HH:	34%
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MARITAL STATUS

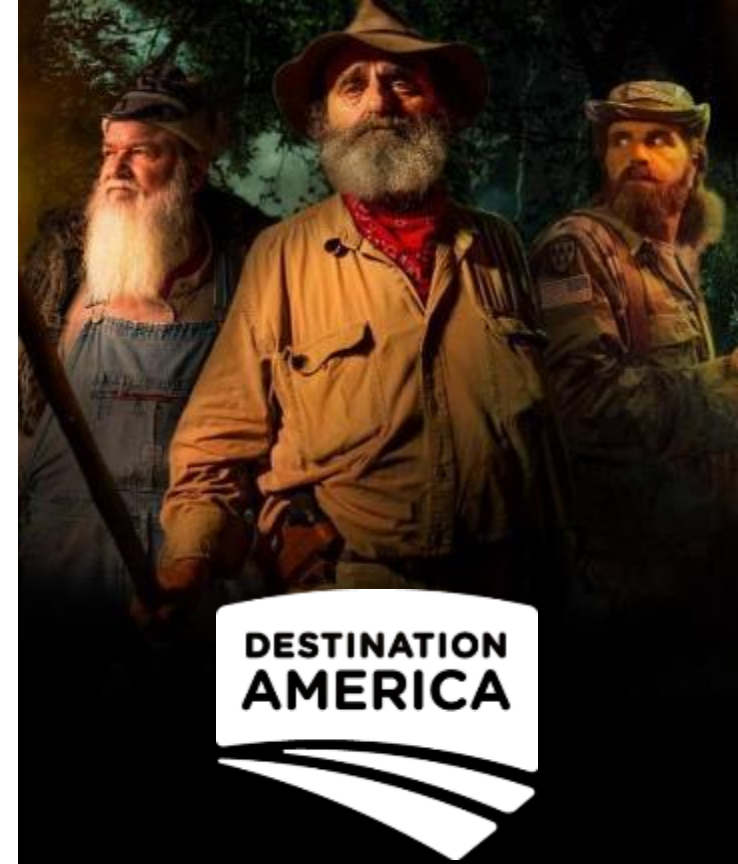
Single (Never Married):	26%
Married:	57%

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

- Log Cabin Living
- Mountain Monsters
- Tiny Luxury
- Ghost Asylum
- Buying the Bayou
- Food Paradise
- Swamp Loggers
- Yukon Men
- BBQ Pitmasters

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



As the only network that celebrates the people, places, and stories of the United States. Emblazoning television screens with the grit and tenacity, honesty and work ethic, humor and adventurousness that characterize our nation, Destination America features travel, food, adventure, home, and natural history.