

VIEWER PROFILE



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

Autumn Years	132 or 32% more likely to watch (than the general population)
Blue Sky Boomers	122 or 22% more likely to watch
Golden Year Guardians	131 or 31% more likely to watch



GENDER

Male:	59%
Female:	41%



HOME OWNERSHIP

Own Home:	73%
Rent:	24%



HOUSEHOLD INCOME

\$100K+:	28%
\$75K - \$99,999:	17%
\$50K - \$74,999:	18%
\$30K - \$49,999:	22%



AGE

18 – 34:	15%
35 – 54:	31%
55+:	54%



EDUCATION

Graduated College:	24%
Some College:	35%



PRESENCE OF CHILDREN

1+ Child in HH:	26%
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MARITAL STATUS

Single (Never Married):	20%
Married:	59%

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

- Curse of Oak Island
- ...That Built America
- Swamp People
- Pawn Stars
- Forged in Fire
- American Pickers
- The Secret of Skinwalker Ranch
- UnXplained
- Alone

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



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