

VIEWER PROFILE



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

Families in Motion	139 or 39% more likely to watch (than the general population)
Pastoral Pride	141, or 41% more likely to watch
Thrifty Habits	138 or 38% more likely to watch



GENDER

Male:	36%
Female:	64%



HOME OWNERSHIP

Own Home:	66%
Rent:	31%



HOUSEHOLD INCOME

\$100K+:	23%
\$75K - \$99,999:	16%
\$50K - \$74,999:	18%
\$30K - \$49,999:	22%



AGE

18 – 34:	18%
35 – 54:	37%
55+:	45%



EDUCATION

Graduated College:	19%
Some College:	36%



PRESENCE OF CHILDREN

1+ Child in HH:	32%
-----------------	------------



MARITAL STATUS

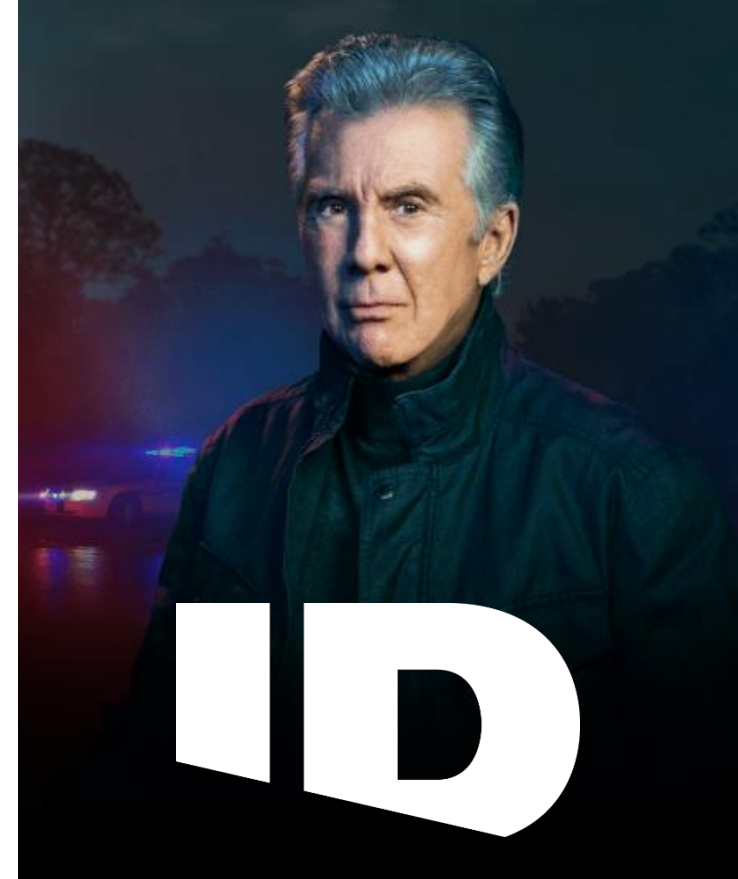
Single (Never Married):	24%
Married:	51%

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

- In Pursuit with John Walsh
- Impact of Murder
- Devil Among Us
- On the Case with Paula Zahn
- Twisted Sisters
- Caught on Camera
- People Magazine Investigates
- A Time to Kill
- Dead of Winter

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



Investigation Discovery (ID) is America's #1 true crime network, delivering the highest-quality programming. From harrowing crimes to the in-depth investigations and heart-breaking mysteries behind these "real people, real stories," the always revealing network challenges our everyday understanding of culture, society and the human condition.