VIEWER PROFILE

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

Autumn Years	**128 or 28% more likely to watch (than the general population)**
Blue Sky Boomers	**124 or 24% more likely to watch**
Golden Year Guardians	**149 or 49% more likely to watch**

GENDER
Male:	**56%**
Female:	**44%**

HOUSEHOLD INCOME
$100K+:	**26%**
$75K - $99,999:	**17%**
$50K - $74,999:	**18%**
$30K - $49,999:	**22%**

EDUCATION
Graduated College:	**24%**
Some College:	**36%**

HOME OWNERSHIP
Own Home:	**74%**
Rent:	**24%**

AGE
18 – 34:	**13%**
35 – 54:	**28%**
55+:	**59%**

PRESENCE OF CHILDREN
1+ Child in HH:	**24%**

MARITAL STATUS
Single (Never Married):	**19%**
Married:	**58%**

FEATURED PROGRAMS

- Life Below Zero
- Wicked Tuna
- Explorer
- Gordon Ramsey: Uncharted
- Cosmos
- Brian Games
- Running Wild with Bear Grylls
- Genius
- The Hot Zone

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

effectv
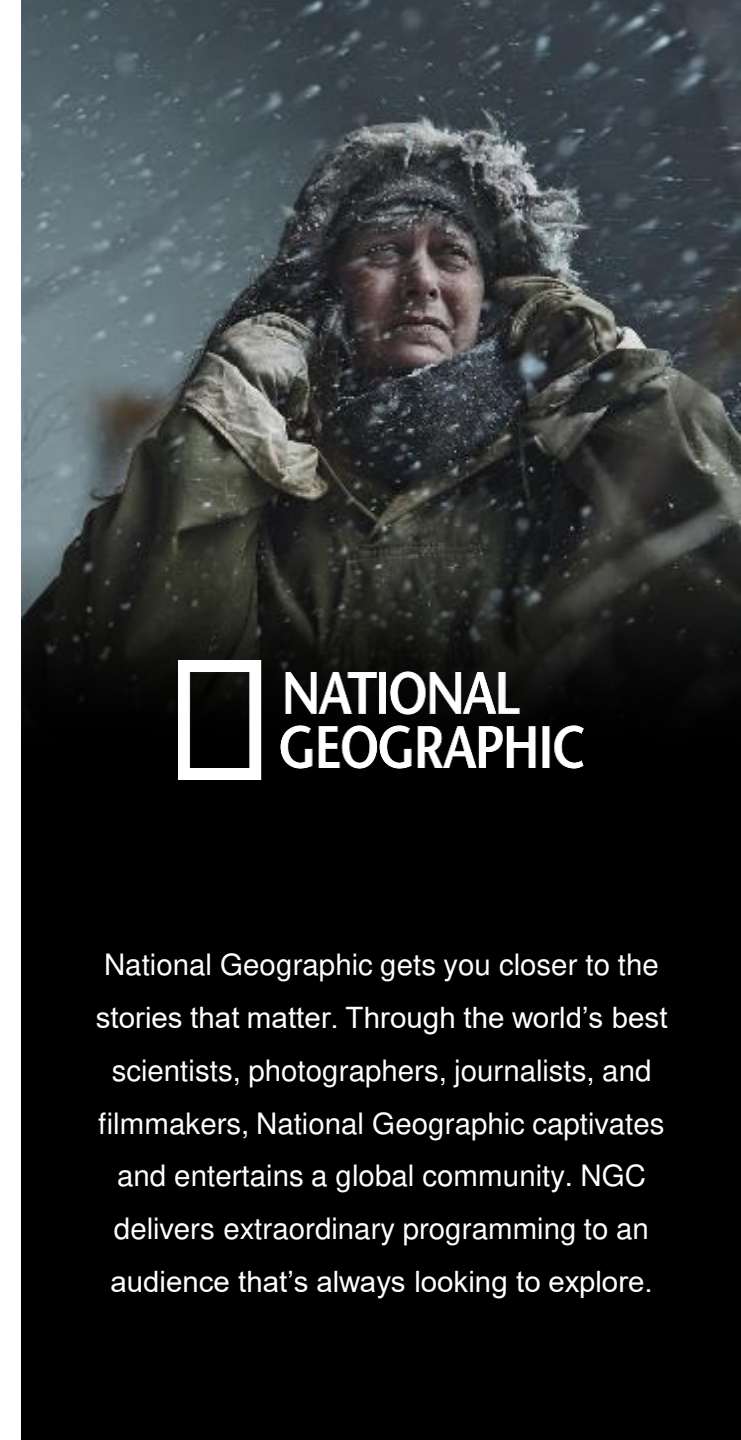
NATIONAL GEOGRAPHIC

National Geographic gets you closer to the stories that matter. Through the world's best scientists, photographers, journalists, and filmmakers, National Geographic captivates and entertains a global community. NGC delivers extraordinary programming to an audience that's always looking to explore.