

VIEWER
PROFILE



GENDER

Male: **54.8%**
Female: **45.2%**



HOUSEHOLD INCOME

\$100K+: **20.7%**
\$75K - \$99,999: **14.1%**
\$50K - \$74,999: **17.9%**
\$30K - \$49,999: **26.6%**



EDUCATION

Graduated College: **23.1%**
Some College: **33.7%**



HOME OWNERSHIP

Own Home: **72.7%**
Rent: **24.4%**



AGE

18 – 34: **15.7%**
35 – 54: **31.2%**
55+: **53.1%**



PRESENCE OF CHILDREN

1+ Child in HH: **26.8%**



MARITAL STATUS

Single (Never Married): **22.2%**
Married: **55.7%**

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: National Geographic Channel.

FEATURED
PROGRAMS

- Life Below Zero
- Wicked Tuna
- Explorer
- Mars
- StarTalk
- Brian Games
- Live Free or Die
- Genius
- Rocky Mountain Law

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



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.

VIEWER PROFILE



AGE

18 – 34:	28.8%
35 – 64:	53.1%
65+:	10.3%



GENDER

Male:	37.4%
Female:	62.6%



HOUSEHOLD INCOME

\$25K - \$39,999:	8.1%
\$40K - \$74,999:	25.2%
\$75K+:	61.0%



PRESENCE OF CHILDREN

1 or more in HH:	43.9%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

FEATURED

PROGRAMS

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