



Nat Geo Wild excites people's passion for wild animals and wild places, by taking viewers on the amazing explorations and adventures that surround us.

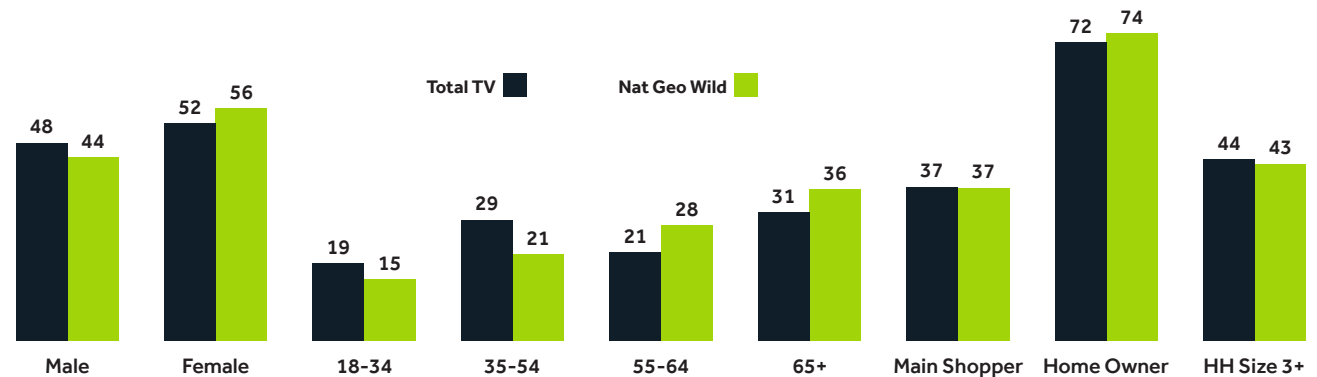


Demographic Profile

% A18+ AMA/English Canada

Source:

Numeris PPM data, (Aug 29 – Dec 18/16), English Canada, M-Su 2a-2a, %A18+ AMA



Audience Profile

Source:

Numeris PPM data, English Canada, M-Su 2a-2a (Aug 29 – Dec 18/16) Index based on Comp% of A18-54 vs. TV population

Nat Geo WILD viewers invest in their cars and their homes so they are more likely than the TV population to:

- Have purchased a new vehicle in the past 2 years (Index 128) and spent \$30K+ on it (152)
- Go to auto dealerships for oil changes (107), muffler/exhaust replacements (122), tire changes (111) and windshield replacements/repairs (132)
- Spend over \$5,000 on home improvements (114)
- Have purchased appliances (105) and spent over \$1,000 on furniture (158) in the past year

Investing heavily in the food & drink category, Nat Geo WILD viewers are more likely to:

- Enjoy eating at fine dining restaurants (105)
- Drink more than 7 glasses of real fruit juice (128) or bottles of water (110) in a week
- Have up to 11 regular soft drinks per week (108)
- Drink up to 6 coolers (139) or spirits (109) throughout the week

Nat Geo WILD viewers love the outdoors and are more likely to:

- Enjoy fishing/hunting (108) as well as hiking/camping (108)
- Go snowmobile/ATV riding in season (106) and also enjoy gardening (123)

Having financial investments is important to Nat Geo Wild viewers, however, they also like to treat themselves so they are more likely to:

- Possess a personal loan (155), term deposits/guaranteed (114) and have a registered retirement income (117)
- Have spent on women's clothing (112) and cosmetics (107) in the past year

Nat Geo WILD viewers are technology enthusiasts and are more likely to:

- Use their computers for messaging (122), downloading videos (126), downloading/using apps (108), watching TV (111), watching other videos (111), posting content (159), banking (114) and shopping (154)
- Have spent on camera equipment in the past year (118)
- Have purchased computer software/games (113) and spent \$1,000+ on computer equipment/accessories (126) in the past year
- Have spent on video game systems/games in the past year (109)

Key Research Findings

Source:

Numeris PPM data, (Aug 29/16 – Jan 1/17), Total Canada, M-Su 2a-2a, profile stats based on English Canada, station rank based CDN SPEC DIG ENG A25-54 AMA(000); Mediastats November 2016

Average age - Ind. 2+: **54 years old**

Comp% of A25-54: **30%**

Average Weekly Reach (000) - Ind. 2+: **1084**

of Subscribers: **1.8 million**

Programming genre: **Factual**

Rank among Canadian specialty stations: **50**

Key Programs: **World's Deadliest, Dr. Oakley Yukon Vet, Animal ER, Science of Stupid, Incredible Dr. Pol**

