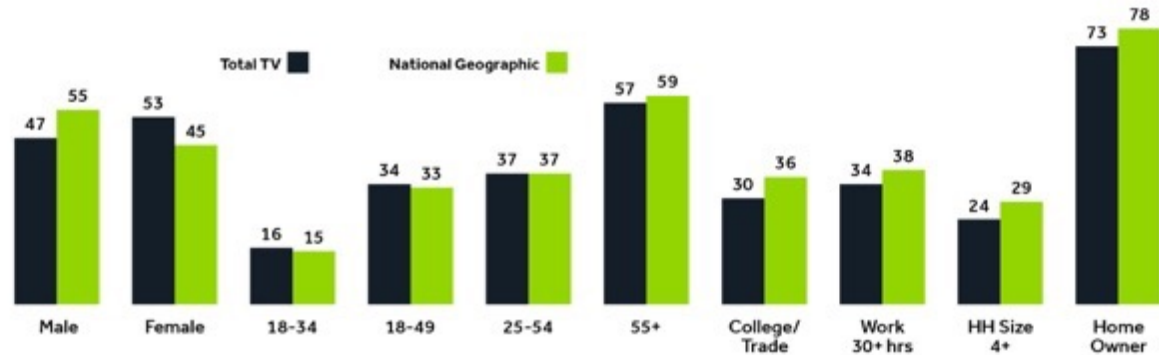


Demographic Profile

Source:
Numeris PPM data, %A18+ AMA, English Canada,
M-Su 2a-2a (Aug 28 – Dec 24/17)



Audience Profile

Source:
Vividata 2017 Q2 Product Database, English Canada,
Index based on Comp% of A18-54 vs. population

National Geographic viewers get excited by new technology so they are more likely than the TV population to:

- Spend \$100+ on their monthly mobile plan (124), and download new apps monthly (113)
- Be the primary influencer for purchase decisions about electronics (108) and have 3+ game consoles (110) at home
- Have spent \$1,000+ on home electronics (116) in the past 2 years

They have active outdoor hobbies and enjoy entertainment. They are more likely to:

- Have spent \$500+ on sporting goods annually (108)
- Play team sports including baseball (121), soccer (119), hockey (109), curling (120), sailing (120) and rowing (124)
- Enjoy motorcycling (136), downhill skiing (110), snowmobiling (122) jogging (107), golf (121) and tennis (113)
- Attend concerts featuring popular (107), rock (112) and country (108) music
- Go to horror (140) and sci-fi (131) movies most often

National Geographic viewers value their vacation time so they are more likely to:

- Own a weekend/vacation home (117)
- Have spent \$2,000+ on their last trip in Canada (118) or outside Canada (132)
- Like to go somewhere different on holiday every time (111) and travel to Mexico/Caribbean (126) and Central/South America destinations (117)

They get quite attached to their vehicles and are more likely to:

- Say they are interested in what goes on under the hood of a car (114)
- Drive a pickup truck (114), compact SUV (108) or hybrid (132)
- Have spent more than \$40,000 for their most recently acquired vehicle (111)

Key Research Facts

Source:
Numeris PPM Data, (Aug 28 – Dec 31/17), Total Canada, Mo-Su
2a-2a; station rank based on CDN SPEC COM ENG/CDN DIG
ENG – excludes non-commercial stations, A25-54 AMA(000);
Mediastats November 2017

Average Weekly Reach (000) - Ind. 2+: **3,737**

of Subscribers: **4,290,989**

Programming Genre: **Factual**

Rank among Canadian Specialty Stations: **20**

Key Programs: *Science of Stupid, Dr. Oakley Yukon Vet, Wicked Tuna: Outer Banks, The Incredible Dr. Pol, Border Wars*