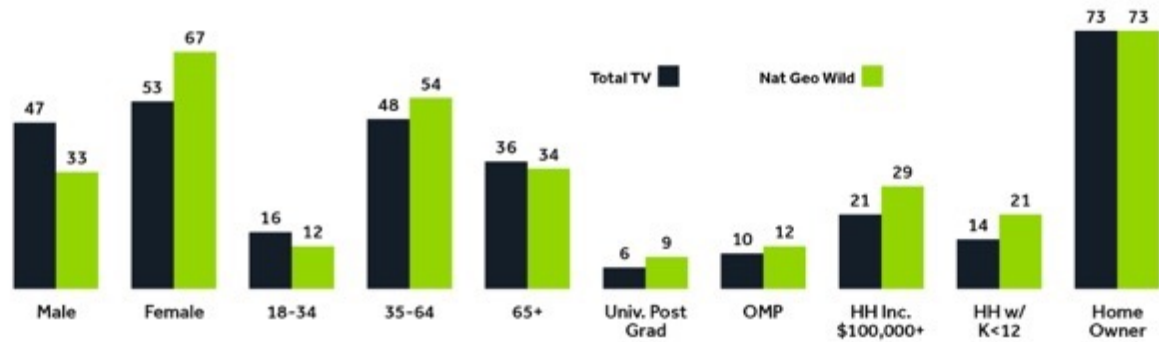




Nat Geo Wild excites people's passion for wild animals and wild places, by taking viewers on the amazing explorations and adventures that surround us.

Demographic Profile

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

Nat Geo Wild viewers are vehicles enthusiasts and are more likely to:

- Keep up on the latest advances in auto tech (Index 121) and feel a car should express your personality (112)
- Visit an automotive website (148) annually and spent \$40,000+ on their most recent vehicle (114)
- Enjoy motorcycling (153)

Nat Geo Wild viewers enjoy food and beverages and are more likely to:

- Consume diet soft drinks (111) and have enjoyed fruit drinks/punches (111), wine (106) and coolers (112) in the past 6 months
- Eat at taco (119), sub/sandwich (143), pizza (133) and Chinese (203) restaurants 3+ times monthly
- Be willing to pay more for organic foods (111)

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

- Enjoy jogging (114), tennis (159), downhill skiing (122), snowboarding (148), and snowmobiling (158)
- Go to concerts featuring popular (131), rock (117) or country (112) music
- Attend pro sports events for baseball (116), basketball (154), football (115), hockey (114), soccer (123) or auto racing (155)
- Spend \$500+ on sports equipment (111) annually

Nat Geo Wild viewers value their appearance and enjoy spending on themselves. They are more likely to:

- Take great pleasure in looking after their appearance (112)
- Really enjoy shopping (123) and look for designer labels when purchasing clothes (114)
- Have spent \$1,000+ on home electronics (113) in the past 2 years

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+: **1,122**

of Subscribers: **1,722,070**

Programming Genre: **Factual**

Rank among Canadian Specialty Stations: **35**

Key Programs: *The Incredible Dr. Pol, Animal ER, Dr. Oakley Yukon Vet, Savage Kingdom, Going Wild with Brian Keating*