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## **Network Profile**

Based at the National Geographic Society headquarters in Washington, D.C., the National Geographic Channels U.S. are a joint venture between National Geographic and Fox Cable Networks. The Channels contribute to the National Geographic Society's commitment to exploration, conservation and education with smart, innovative programming and profits that directly support its mission. Launched in January 2001, National Geographic Channel (NGC) celebrated its fifth anniversary with the debut of NGC HD. In 2010, the wildlife and natural history cable channel Nat Geo WILD was launched, and in 2011, the Spanish-language network Nat Geo Mundo was unveiled.

### **Age Groups**

A 18-34	24%
A 35-54	32%
A 55+	44%
Median Age	52

### **Household Income**

\$75K+	41%
\$50K - \$74,999	20%
\$30K - \$49,999	16%
Median Income	\$64K

### **Education**

Attended College	44%
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### **Presence of Children**

1+ child HH	29%
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### **Home Ownership**

Own Home	70%
Rent Home	26%

### **Gender**

Male	59%
Female	41%