

VIEWER PROFILE



TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:

Autumn Years/Blue Sky Boomers	124 or 24% more likely to watch (than the general population)
Families in Motion	120 or 20% more likely to watch
Golden Year Guardians	118 or 18% more likely to watch



GENDER

Male:	56%
Female:	44%



HOME OWNERSHIP

Own Home:	69%
Rent:	28%



HOUSEHOLD INCOME

\$100K+:	26%
\$75K - \$99,999:	14%
\$50K - \$74,999:	18%
\$30K - \$49,999:	25%



AGE

18 - 34:	19%
35 - 54:	34%
55+:	47%



EDUCATION

Graduated College:	22%
Some College:	34%



PRESENCE OF CHILDREN

1+ Child in HH:	31%
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MARITAL STATUS

Single (Never Married):	23%
Married:	58%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: Discovery. *Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

FEATURED PROGRAMS

- Shark Week
- Naked and Afraid
- Fast N' Loud
- Alaska: The Last Frontier
- Moonshiners
- Deadliest Catch
- Bering Sea Gold
- Gold Rush
- Street Outlaws

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



Illustrating the world in all its wonder, Discovery creates the highest quality, authentic content that transports fans into new worlds through awe inspiring stories and immersive experiences. Discovery Channel offers a signature mix of compelling, high-end production values and vivid cinematography and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world.

VIEWER PROFILE for their DIGITAL PROPERTY



AGE:

18 – 34:	30%
35 – 64:	61%
65+:	8%



GENDER

Male:	48%
Female:	52%



HOUSEHOLD INCOME

\$25K – \$99,999:	13%
\$40K–\$74,999:	30%
\$75K+	45%



CHILDREN

1 or more in HH:	39%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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