

VIEWER PROFILE



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

| | |
|----------------------|--|
| Family Union | 286 or 186% more likely to watch (than the general population) |
| Significant Singles | 159 or 59% more likely to watch |
| Cultural Connections | 493 or 393% more likely to watch |



GENDER

| | |
|---------|-----|
| Male: | 44% |
| Female: | 56% |



HOME OWNERSHIP

| | |
|-----------|-----|
| Own Home: | 37% |
| Rent: | 59% |



HOUSEHOLD INCOME

| | |
|-------------------|-----|
| \$100K+: | 8% |
| \$75K - \$99,999: | 10% |
| \$50K - \$74,999: | 16% |
| \$30K - \$49,999: | 39% |



AGE

| | |
|----------|-----|
| 18 – 34: | 20% |
| 35 – 54: | 46% |
| 55+: | 34% |



EDUCATION

| | |
|--------------------|-----|
| Graduated College: | 9% |
| Some College: | 19% |



PRESENCE OF CHILDREN

| | |
|-----------------|-----|
| 1+ Child in HH: | 55% |
|-----------------|-----|



MARITAL STATUS

| | |
|-------------------------|-----|
| Single (Never Married): | 23% |
| Married: | 60% |

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: Discovery en Español. *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

- Mexicanicos
- Emprendedores
- Shark Week
- 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.



Discovery
EN ESPAÑOL

Discovery en Español connects Spanish-speaking viewers in the U.S. to the world and all its wonder and possibilities. It provides quality programming focusing on bold story telling across core genres including adventure, ingenuity, natural history, investigation and current affairs, combining the best of Discovery's programming with original Spanish-language content.