

## VIEWER PROFILE



### GENDER

Male:	50%
Female:	50%



### HOUSEHOLD INCOME

\$100K+:	6%
\$75K - \$99,999:	6%
\$50K - \$74,999:	18%
\$30K - \$49,999:	33%



### EDUCATION

Graduated College:	9%
Some College:	26%



### HOME OWNERSHIP

Own Home:	43%
Rent:	58%



### AGE

18 - 34:	23%
35 - 54:	46%
55+:	31%



### PRESENCE OF CHILDREN

1+ Child in HH:	55%
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Source: Nielsen Npower. Calendar Year 2017. Viewership Demographics by percentage of impressions on Network: Discovery en Espanol

## FEATURED PROGRAMS

- Shark Week
- Alaska: The Last Frontier
- Bering Sea Gold
- Naked and Afraid
- Moonshiners
- Dual Survival
- Fast N' Loud
- Deadliest Catch
- 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.  
All Discovery Network shows offered with SAP (secondary audio programming) to viewers.

COMCAST  
SPOTLIGHT



 **Discovery**  
EN ESPAÑOL™

Discovery en Español delivers the thrill of discovering, with a unique collision of knowledge and surprise, in order to inspire learning and growth. It serves as a window into the world for those who speak Spanish, combining the best of Discovery's programming with original Spanish-language content.