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Network Profile

Discovery en Español is the premier factual network for U.S. Hispanic audiences, delivering content that informs, entertains and empowers with an engaging look at the world from a Hispanic perspective. Discovery en Español offers an independently programmed 24-hour schedule that includes original content developed for Spanish-speaking audiences in addition to some of the best Discovery programming from around the world. Programming genres include human adventure, ingenuity, in the wild, exploring our world, turbo and real-life mysteries.

Household Info

Have Children	62%
Bilingual	70%
A/B Counties	83%
C/D Counties	5%
Own Home	41%
Have Pets	45%
Born In US	10%
Lived In US 10+ Yrs	65%

Household Income

\$50K+	47%
Median Income	\$44K
<u>Age Groups</u>	
A 18-49	52%
A 25-54	54%
Median Age	54

Education/Occupation

High School Graduate	63%
Attended College	23%
Work Outside House	74%
White Collar	13%
Blue Collar	37%

Gender

Male	55%
Female	45%

Featured Programs

Mexicanicos	Homestead Rescue	The Coroner: I Speak For the Dead
River of No Return	Someone You Thought You Knew	Til Death Do Us Part
The Last 24	Nearly Perfect Crime	Gold Rush