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Network Profile

Discovery Life features reality programming dealing with "life events" targeting a female audience. "Life is a journey. Love every step."

Age Groups

A 18-49	21%
A 25-54	25%
A 35-64	39%
Median Age	66

Household Income

\$75K+	50%
\$100K+	45%
\$125K+	32%
Median HHI	\$66K

Education/Occupation

4+ Years College	31%
White Collar Workers	22%
Blue Collar Workers	10%
Professional/Managerial	37%

Presence of Children

HH w/Children	32%
HH Size 4+	31%
Homeowner	57%
Pet Owner	55%

Race/Ethnicity

White	60%
African American	27%
Hispanic	5%

Gender

Male	59.6%
Female	40.4%

Featured Programs

Untold Stories of the ER	Mystery Diagnosis	Cracking Addiction
Hoarding	Buried Alive	A Baby Story
Outrageous Births	Sex Sent Me To The ER	Make Room For Multiples