



**National Media Spots Inc.**

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## **Network Profile**

**Discovery Family Channel is a bold entertainment destination that brings the entire family together to share a sense of wonder, amazement and fun about the world and our universe.**

**"Better Together!"**

### **Age Groups**

A 18-49	<b>20%</b>
A 25-54	<b>25%</b>
A 35-64	<b>38%</b>
Median Age	<b>66</b>

### **Household Income**

\$75K+	<b>52%</b>
\$100K+	<b>41%</b>
\$125K+	<b>30%</b>
Median HHI	<b>\$70K</b>

### **Education/Occupation**

Graduated College	<b>29%</b>
White Collar Workers	<b>22%</b>
Blue Collar Workers	<b>8%</b>
Professional/Managerial	<b>34%</b>

### **Presence of Children**

1+ child HH	<b>41%</b>
HH Size 4+	<b>39%</b>
Homeowner	<b>75%</b>
Pet Owner	<b>58%</b>

### **Race/Ethnicity**

White	<b>76%</b>
African American	<b>14%</b>
Hispanic	<b>5%</b>

### **Gender**

Male	<b>31%</b>
Female	<b>69%</b>

### **Featured Programs**

Transformers Rescue Bots	Littlest Pet Shop	Bakery Boss
Ultimate Cake Off	What Not To Wear	Kids Baking Championship
Chopped Sweets	My Lottery Deam Home	Petronix Defenders