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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	55%
Bilingual	76%
A/B Counties	79%
C/D Counties	20%

Education/Occupation

College Graduate	14%
Work Outside House	82%
White Collar	26%
Blue Collar	61%

Lifestyle

Homeowner	45%
Pet Owner	57%
4+ Persons in Home	61%
Married	75%

Household Income

\$75K+	24%
Median Income	\$66K

Gender

Male	54%
Female	46%

Age

Median Age	54
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Featured Programs

Mexicanicos	Contrabando La Frontera	Revista People Investiga
Desafio X2: Mexico	Mirada Policial	Menor De Edad Infiltrada
La Fiebre del Oro	Buscadores de Fantasmas	Alaska: Hombres Primitivos