

**PROGRAMMING SUMMARY**

NETWORK	FORMAT	%MALE	%FEMALE	INCOME	DEMOGRAPHIC BREAKOUT			2009-2010 TOP PROGRAMMING
					Age	%	Index	
	Entertainment	51.1	48.9	\$73,476	18-34	18%	118	Intervention Hoarders Gene Simmons Family Jewels Manhunters
	Entertainment	51.6	48.4	\$68,154	18-34	21%	136	Greek Make It Or Break It The Secret Life of an American Teenager Gilmore Girls
	Entertainment	55.2	44.8	\$73,136	18-34	10%	82	Mad Men Breaking Bad Movies
	Informative	45.4	54.6	\$79,000	18-34	17%	116	Whale Wars It's Me or The Dog Pit Boss
	Music, Entertainment	44.6	55.4	\$54,547	18-34	31%	160	106 & Park The Game The Mo'Nique Show
	Informative, Entertainment	55.9	44.1	\$80,508	18-34	19%	128	Top Chef Real Housewives Kathy Griffin: My Life on the D List
	Children, Entertainment	60.8	39.2	\$65,058	18-34	33%	184	Adult Swim Ben 10 Alien Force Star Wars: Clone Wars
	Music, Entertainment	49.3	50.7	\$67,489	18-34	18%	125	The Singing Bee Gator 911 Danger Coast
	News	50.8	49.2	\$79,251	18-34	8%	61	American Greed Squawk Box Suze Orman Show
	News	52.0	48.0	\$72,929	18-34	11%	88	Anderson Cooper 360 Larry King Live Sanjay Gupta, MD
	Entertainment	56.8	43.2	\$83,788	18-34	28%	159	Daily Show with Jon Stewart The Colbert Report South Park The Jeff Dunham Show
	Lifestyle	24.4	75.6	\$85,833	18-34	8%	42	Emeril Live Foodology BBQ with Bobby Flay
	Informative	57.9	42.1	\$84,354	18-34	17%	120	Dirty Jobs Deadliest Catch Man Vs. Wild
	Informative	46.9	53.1	\$74,108	18-34	28%	182	Dr. G.: Medical Examiner Deliver Me Mystery Diagnosis
	Lifestyle	46.1	53.9	\$86,462	18-34	11%	87	Garage Mahal Bathtastic! Man Caves Kitchen Impossible
	Children, Entertainment	50.3	49.7	\$68,432	18-34	31%	166	Kick Buttowski Zeke & Luther I'm in the Band Phineas & Ferb

















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	Lifestyle, Entertainment	48.1	51.9	\$78,976	18-34 18-49 25-54 35-64 50+	30% 62% 69% 61% 38%	165 130 129 89 61	E! News The Soup Keeping Up With the Kardashians Chelsea Lately
	Sports	65.7	34.3	\$80,908	18-34 18-49 25-54 35-64 50+	18% 41% 47% 58% 59%	124 105 101 93 94	Sports Center Mike & Mike in the Morning Pardon the Interruption
	Sports	75.3	24.7	\$79,468	18-34 18-49 25-54 35-64 50+	19% 43% 48% 57% 57%	135 111 105 90 85	Sports Center Mike & Mike in the Morning ESPNNews
	Lifestyle	44.0	56.0	\$82,548	18-34 18-49 25-54 35-64 50+	17% 43% 49% 60% 57%	118 106 105 99 92	The Next Food Network Star Ace of Cakes Diners, Drive-ins & Dives
	News	54.8	45.2	\$73,046	18-34 18-49 25-54 35-64 50+	11% 32% 42% 55% 68%	87 86 92 97 119	O'Reilly Factor Hannity Glenn Beck Fox & Friends
	News	56.2*	43.8*	\$67,971*	18-34 18-49 25-54 35-64 50+	8% 22% 35% 55% 78%	70 56 61 98 158	Happy Hour Cavuto Imus in the Morning
	Sports	62.7	37.3	\$80,182	18-34 18-49 25-54 35-64 50+	15% 38% 43% 55% 62%	124 105 100 87 94	MLB/Cardinals Baseball Best Damned Sports Show FSN Final Score Beyond The Glory
	Entertainment	54.6	45.4	\$66,108	18-34 18-49 25-54 35-64 50+	26% 54% 59% 56% 46%	156 127 113 85 65	Rescue Me Sons of Anarchy Damages
	Lifestyle, Entertainment	82.5	17.5	\$59,440	18-34 18-49 25-54 35-64 50+	32% 65% 66% 62% 35%	167 140 119 91 48	Attack of the Show! Ninja Warrior Code Monkeys
	Entertainment	43.4	56.6	\$53,377	18-34 18-49 25-54 35-64 50+	17% 41% 47% 49% 59%	132 113 111 81 82	The Newlywed Game World Poker Tour GSN Live
	Sports	67.9	32.1	\$95,504	18-34 18-49 25-54 35-64 50+	14% 31% 38% 51% 69%	93 83 92 87 123	Big Break Being John Daly Inside the PGA The Haney Project
	Entertainment	42.2	57.8	\$61,487	18-34 18-49 25-54 35-64 50+	10% 25% 36% 52% 75%	86 80 86 94 126	Original Movies 7th Heaven Martha Stewart
	Entertainment	46.8	53.2	\$110,431	18-34 18-49 25-54 35-64 50+	14% 39% 49% 60% 61%	104 99 109 102 102	Dan Rather Reports Inside MMA Smallville
	News	45.2	54.8	\$76,252	18-34 18-49 25-54 35-64 50+	11% 33% 42% 61% 67%	80 85 90 108 120	Nancy Grace Morning Express with Robin Meade The Joy Behar Show
	Lifestyle	41.8	58.2	\$79,159	18-34 18-49 25-54 35-64 50+	12% 41% 51% 67% 59%	92 102 110 113 98	Design Star House Hunters Design on a Dime
	Informative	56.7	43.3	\$80,545	18-34 18-49 25-54 35-64 50+	15% 40% 47% 60% 60%	114 104 101 99 96	Pawn Stars Ice Road Truckers Ax Men American Pickers



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	Lifestyle, Entertainment	20.3	79.7	\$66,845	18-34	16%	111	Army Wives Drop Dead Diva Project Runway
	Entertainment	29.0	71.0	\$64,084	18-34	16%	107	Original Movies Monthly Themed Movie Stunts Exclusive Movie Titles
	Sports	67.1	32.9	\$121,576	18-34	11%	60	MLB Tonight Studio 42 with Bob Costas Thursday Night Baseball
	News	58.5	41.5	\$77,350	18-34	16%	109	Hardball with Chris Matthews Countdown with Keith Olberman The Rachel Maddow Show
	Music, Entertainment	47.4	52.6	\$70,347	18-34	48%	218	The Hills Real World America's Best Dance Crew
	Music, Entertainment	50.0	50.0	\$54,954	18-34	56%	244	Headbanger's Ball The Andy Milonakis Show The Animation Show MTV Cribs
	Informative	59.6	40.4	\$87,885	18-34	11%	85	Dog Whisperer Explorer Border Wars
	Entertainment	43.4	56.6	\$56,151	18-34	30%	182	The Nanny George Lopez Malcolm in the Middle
	Children, Entertainment	46.1	53.9	\$66,127	18-34	27%	165	SpongeBob Squarepants Victorious iCarly
	Lifestyle, Entertainment	26.4	73.6	\$63,947	18-34	19%	123	Tori & Dean Bad Girls Club Snapped Dance Your Ass Off
	Informative	53.3	46.7	\$98,106	18-34	16%	130	History in HD The Real Story Nature Tech
	Entertainment	17.3	82.7	\$63,271	18-34	13%	82	Daytime Dramas One Tree Hill Beverly Hills 90210 Being Erica
	Sports	78.4	21.6	\$92,126	18-34	17%	114	PINKS All Out Bullrun NASCAR Race Hub
	Lifestyle, Entertainment	67.0	33.0	\$69,363	18-34	27%	164	Ultimate Fighter SPIKE Guy Movies TNA Impact Players
	Entertainment	22.0^	78.0^	\$86,431^	18-34	20%	135	Kimora: Life in the Fab Lane The Dish Whose Wedding is it Anyway? Ruby
	Entertainment	61.9	38.1	\$48,995	18-34	20%	118	Saturday Original Movies Ghosthunters Eureka Warehouse 13



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	Entertainment	51.5	48.5	\$69,593	18-34	19%	132	Family Guy Meet the Browns Tyler Perry's House of Payne Lopez Tonight
	Informative	43.9	56.1	\$75,537	18-34	20%	136	Cake Boss Ultimate Cake Off LA Ink What Not To Wear
	Entertainment	52.7	47.3	\$72,412	18-34	19%	132	The Closer Saving Grace NBA NASCAR
	Lifestyle	53.3	46.7	\$77,590	18-34	11%	94	Anthony Bourdain: No Reservations Bizarre Foods with Andrew Zimmer Man Vs. Food
	Entertainment	50.0	50.0	\$60,229	18-34	28%	163	Speeders The Worlds Dumbest Criminals Operation Repo
	Informative, Entertainment	38.3	61.7	\$64,302	18-34	13%	98	Live from the Red Carpet Look-A-Like Curb Your Enthusiasm
	Entertainment	50.2	49.8	\$60,304	18-34	12%	108	She's Got the Look How'd You Get So Rich 1st Love 2nd Chance
	Entertainment	49.8**	50.2**	\$52,750**	18-34	32%	132	Unsung Gospel of Music Baisden After Dark
	Entertainment	52.6	47.4	\$73,965	18-34	18%	122	Psych White Collar Burn Notice Royal Pains
	Entertainment	47.6	52.4	\$127,728	18-34	16%	115	Uncut Movies WWE 6 Feet Under
	Sports	82**	18	\$89,939**	18-34	16%	95	Fanarchy PBR WEC Wreckage NHL
	Music, Entertainment	51.9	48.1	\$73,168	18-34	42%	198	Celebrity Programs RockDocs
	Lifestyle, Entertainment	18.9	81.1	\$80,235	18-34	14%	84	Bridezillas Platinum Weddings The Locator
	Informative	52.5	47.5	\$73,460	18-34	12%	96	When Weather Changed History Full Force Nature Storm Stories

Source: Scarborough Aug 08-July 09 Subject to change. Information current as of March 2010



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	Entertainment	38.9	61.1	\$97,213	18-34	18%	126	Intervention Gene Simmons Family Jewels
	Sports	73.8	26.2	\$112,429	18-34	20%	143	SportCenter Mike & Mike in the Morning Pardon the Interruption
	Sports	68.2	31.8	\$118,630	18-34	17%	134	Best Damned Sports Show FSN Final Score Beyond The Glory
	Entertainment							
	Informative	47.8	52.2	\$107,638	18-34	19%	146	Ice Road Truckers Ax Men Tougher in Alaska
	Sports							
	Informative							
	Entertainment	46.9	53.1	\$103,143	18-34	24%	173	The Closer Saving Grace NBA NASCAR
	Entertainment							

