



Description

AMC is a multi-platform network that celebrates classic movies and Emmy-dominating scripted series. AMC defines what it means to be a classic movie network today, creating a distinctive viewing experience that celebrates all that is enduringly cool, personal and powerfully relevant about movies.

Format

Entertainment

Gender	Col %	Index
Male	60.5	126
Female	39.5	76

Age	Col %	Index
18-34	18.7	64
18-49	48.6	86
25-54	51.5	95
35-64	59.0	112
50 +	51.4	119

Education	Col %	Index
High School Grad or Less	43.5	97
Some College (No Degree)	27.0	87
College Graduate	19.8	151
Beyond College Degree	9.7	87

Race	Col %	Index
White	76.2	93
African American	20.6	140
Other	3.2	101

Household Income	Col %	Index
0-\$19,999	7.1	75
\$20,000-\$29,999	12.4	114
\$30,000-\$39,999	13.1	85
\$40,000-\$49,999	9.7	92
\$50,000-\$74,999	15.6	83
\$75,000-\$99,999	19.5	125
\$100,000-\$149,999	14.4	112
\$150,000-\$249,999	7.7	156
\$250,000 +	0.6	36

Children	Col %	Index
Yes	36.9	91
No	63.1	107

Networks Viewed	Col %	Index
Discovery	62.1	192
History	61.9	198
TNT	59.6	201
ESPN	58.7	199
TBS	57.4	203
A&E	57.1	206
Fox News	55.7	219
Weather Channel	53.2	177
USA	49.2	206
CNN	43.0	199

Source: St. Louis Scarborough Aug08-Jul09

