



Description

Animal Planet is the only entertainment brand that captures the innate drama and compelling characters of the animal kingdom across a broad range of entertainment genres, from the natural world to domestic pets.

Format

Informative

Gender	Col %	Index
Male	50.2	105
Female	49.8	96

Age	Col %	Index
18-34	37.8	129
18-49	58.0	102
25-54	50.8	93
35-64	46.2	87
50 +	42.0	97

Education	Col %	Index
High School Grad or Less	49.6	111
Some College (No Degree)	28.5	92
College Graduate	14.3	109
Beyond College Degree	7.7	68

Race	Col %	Index
White	81.4	99
African American	15.0	102
Other	3.6	114

Household Income	Col %	Index
0-\$19,999	8.2	86
\$20,000-\$29,999	12.6	116
\$30,000-\$39,999	17.0	110
\$40,000-\$49,999	10.1	96
\$50,000-\$74,999	17.5	93
\$75,000-\$99,999	12.9	83
\$100,000-\$149,999	16.0	125
\$150,000-\$249,999	4.1	84
\$250,000 +	1.6	102

Children	Col %	Index
Yes	43.2	106
No	56.8	96

Networks Viewed	Col %	Index
Discovery	66.7	206
History	55.6	178
A&E	52.0	187
National Geo	48.9	258
ESPN	48.4	164
TNT	48.0	162
Weather Channel	48.0	160
Comedy Central	47.4	226
TBS	41.3	147
USA	39.8	167

Source: St. Louis Scarborough Aug08-Jul09

