



**Description**

At BIO we prove the truth about people is always more entertaining than fiction. BIO is about real people and their real lives: up close and personal, gritty and provocative, always unfiltered. BIO original series uncover the real drama in people's stories: everyday situations with a twist; celebrities going offscript; people-centric crime stories and paranormal events.

**Format**

Entertainment, Informative

Gender	Col %	Index
Male	48.1	100
Female	51.9	100

Age	Col %	Index
18-34	28.8	98
18-49	58.0	102
25-54	57.1	105
35-64	56.4	107
50 +	42.0	97

Education	Col %	Index
High School Grad or Less	43.3	97
Some College (No Degree)	35.7	115
College Graduate	12.5	95
Beyond College Degree	8.5	76

Race	Col %	Index
White	76.5	93
African American	20.8	142
Other	2.7	86

Household Income	Col %	Index
0-\$19,999	10.1	106
\$20,000-\$29,999	8.7	80
\$30,000-\$39,999	13.9	90
\$40,000-\$49,999	9.8	93
\$50,000-\$74,999	20.7	110
\$75,000-\$99,999	16.8	108
\$100,000-\$149,999	13.7	107
\$150,000-\$249,999	4.5	90
\$250,000 +	1.8	115

Children	Col %	Index
Yes	41.7	102
No	58.3	98

Networks Viewed	Col %	Index
Discovery	58.0	179
TNT	55.1	185
History	54.4	174
USA	48.6	204
TBS	45.8	162
ESPN	43.0	145
Weather Channel	41.8	139
CNN	37.0	171
National Geo	36.7	193
Lifetime	36.5	201

Source: St. Louis Scarborough Aug08-Jul09  
Based on A&E Network Profile

