



Description

Bravo's original programming delivers the best in food, fashion, beauty, design and pop culture to the most engaged, upscale and educated audience in cable. Consistently the fastest growing top 20 ad-supported cable entertainment network, Bravo continues to translate buzz into reality with critically-acclaimed breakout creative competition and docu-series.

Format

Entertainment, Informative

Gender	Col %	Index
Male	51.2	107
Female	48.8	94

Age	Col %	Index
18-34	29.4	100
18-49	60.0	106
25-54	57.0	105
35-64	56.9	108
50 +	40.0	92

Education	Col %	Index
High School Grad or Less	37.9	85
Some College (No Degree)	33.4	108
College Graduate	15.0	115
Beyond College Degree	13.7	122

Race	Col %	Index
White	67.6	82
African American	29.6	202
Other	2.8	89

Household Income	Col %	Index
0-\$19,999	9.8	103
\$20,000-\$29,999	10.1	93
\$30,000-\$39,999	18.1	118
\$40,000-\$49,999	10.1	96
\$50,000-\$74,999	19.2	103
\$75,000-\$99,999	14.9	96
\$100,000-\$149,999	13.9	108
\$150,000-\$249,999	3.4	68
\$250,000 +	0.5	29

Children	Col %	Index
Yes	47.4	116
No	52.6	89

Networks Viewed	Col %	Index
Discovery	69.0	213
TNT	61.8	208
History	60.6	194
A&E	57.4	207
TBS	56.3	200
Weather Channel	53.7	179
USA	53.5	224
FOOD	51.5	240
ESPN	50.8	172
CNN	47.0	218

Source: St. Louis Scarborough Aug08-Jul09

