



Description

A channel devoted exclusively to the people and the culture of St. Louis. CCIN is the one source for quality, local programming and the perfect forum for an extended format advertising for any business.

Format

Entertainment

Gender	Col %	Index
Male	60.9	127
Female	39.1	75

Age	Col %	Index
18-34	26.2	89
18-49	47.1	81
25-54	56.9	103
35-64	51.4	97
50 +	52.9	126

Education	Col %	Index
High School Grad or Less	51.2	123
Some College (No Degree)	33.8	112
College Graduate	9.2	72
Beyond College Degree	5.7	68

Race	Col %	Index
White	76.7	93
African American	20.6	141
Other	2.7	144

Household Income	Col %	Index
0-\$19,999	9.4	130
\$20,000-\$29,999	15.5	139
\$30,000-\$39,999	23.0	161
\$40,000-\$49,999	14.2	122
\$50,000-\$74,999	18.6	90
\$75,000-\$99,999	10.4	62
\$100,000-\$149,999	6.6	62
\$150,000-\$249,999	2.5	55
\$250,000 +	0.0	0

Children	Col %	Index
Yes	38.4	98
No	61.6	102

Networks Viewed	Col %	Index
TNT	80.2	288
A&E	77.4	291
ESPN	73.5	280
USA	73.0	298
Weather Channel	72.1	265
AMC	71.3	436
Headline News	66.8	349
Fox News	65.3	256
CNN	63.8	304
Bravo	57.9	519

Source: St. Louis Scarborough Aug05-Jul09

