

# CMT

## Description

The Connection To Country: CMT is the premiere destination for the loyal and passionate country music fan. CMT delivers a diverse programming slate including concerts, specials, documentaries, original series, live events and country music videos from yesterday's classics to the latest cutting-edge releases.

## Format

Music, Entertainment

Gender	Col %	Index
Male	53.3	111
Female	46.7	90

Age	Col %	Index
18-34	38.9	132
18-49	64.5	114
25-54	56.7	104
35-64	44.7	85
50 +	35.5	82

Education	Col %	Index
High School Grad or Less	50.9	114
Some College (No Degree)	30.9	100
College Graduate	11.4	87
Beyond College Degree	6.8	61

Race	Col %	Index
White	85.7	104
African American	10.6	72
Other	3.7	116

Household Income	Col %	Index
0-\$19,999	7.6	80
\$20,000-\$29,999	12.3	113
\$30,000-\$39,999	14.0	91
\$40,000-\$49,999	9.2	87
\$50,000-\$74,999	24.5	131
\$75,000-\$99,999	15.5	100
\$100,000-\$149,999	11.5	89
\$150,000-\$249,999	4.9	98
\$250,000 +	0.5	35

Children	Col %	Index
Yes	43.7	107
No	56.3	95

Networks Viewed	Col %	Index
Weather Channel	47.2	157
A&E	46.2	166
TBS	45.6	162
USA	43.0	180
Discovery	42.4	131
TNT	42.1	142
History	41.3	132
ESPN	40.8	138
Comedy Central	39.0	186
HGTV	36.6	168

Source: St. Louis Scarborough Aug08-Jul09

