



**Description**

Backed by the #1 media brand in the world, Discovery Channel delivers nonfiction real-world entertainment, setting the standard in programming with innovative programs and fresh approaches to history and exploration.

**Format**

Informative

Gender	Col %	Index
Male	56.5	118
Female	43.5	84

Age	Col %	Index
18-34	34.2	116
18-49	61.3	108
25-54	58.0	107
35-64	51.6	98
50 +	38.7	89

Education	Col %	Index
High School Grad or Less	41.1	92
Some College (No Degree)	31.3	101
College Graduate	16.7	127
Beyond College Degree	10.8	97

Race	Col %	Index
White	83.0	101
African American	13.4	92
Other	3.6	114

Household Income	Col %	Index
0-\$19,999	8.1	85
\$20,000-\$29,999	7.7	71
\$30,000-\$39,999	15.6	102
\$40,000-\$49,999	11.0	104
\$50,000-\$74,999	18.4	98
\$75,000-\$99,999	15.9	102
\$100,000-\$149,999	15.6	122
\$150,000-\$249,999	5.6	113
\$250,000 +	2.2	137

Children	Col %	Index
Yes	45.7	112
No	54.3	92

Networks Viewed	Col %	Index
History	59.8	191
A&E	49.8	179
Weather Channel	48.2	160
TNT	46.3	156
ESPN	43.5	147
Fox News	40.8	161
National Geo	40.5	213
TBS	40.3	143
Comedy Central	39.1	186
FOOD	37.1	173

Source: St. Louis Scarborough Aug08-Jul09

