



**Description**

Take viewers inside the fascinating and informative world of cutting-edge health and medicine to experience firsthand, compelling, real life stories of medical breakthroughs and human triumphs.

**Format**

Informative

Gender	Col %	Index
Male	39.2	82
Female	60.8	117

Age	Col %	Index
18-34	42.9	146
18-49	66.4	117
25-54	62.1	114
35-64	50.2	95
50 +	33.6	78

Education	Col %	Index
High School Grad or Less	43.0	96
Some College (No Degree)	34.8	113
College Graduate	14.6	112
Beyond College Degree	7.5	67

Race	Col %	Index
White	72.9	89
African American	21.0	144
Other	6.1	190

Household Income	Col %	Index
0-\$19,999	13.6	143
\$20,000-\$29,999	6.5	60
\$30,000-\$39,999	17.6	114
\$40,000-\$49,999	11.3	107
\$50,000-\$74,999	19.9	106
\$75,000-\$99,999	12.1	77
\$100,000-\$149,999	11.0	86
\$150,000-\$249,999	5.4	110
\$250,000 +	2.5	159

Children	Col %	Index
Yes	41.5	102
No	58.5	99

Networks Viewed	Col %	Index
Discovery	61.5	190
A&E	56.0	202
History	51.2	163
Animal Planet	41.0	252
E!	40.1	263
TNT	39.3	132
Fox News	38.9	153
Lifetime Movie	38.3	218
CNN	38.0	176
FOOD	37.6	175

Source: St. Louis Scarborough Aug08-Jul09

