



**Description**

Disney XD is a cable network that embodies the spirit of self discovery and accomplishment. Disney XD takes kids on a journey where they can challenge themselves, discover their strengths and have fun. The channel celebrates the characters, action and stories that inspire kids to always give it their best.

**Format**

Children

Gender	Col %	Index
Male	60.7	127
Female	39.3	75

Age	Col %	Index
18-34	53.2	181
18-49	84.2	149
25-54	66.3	122
35-64	43.6	83
50 +	15.8	36

Education	Col %	Index
High School Grad or Less	58.0	129
Some College (No Degree)	25.8	83
College Graduate	6.6	50
Beyond College Degree	9.7	87

Race	Col %	Index
White	76.8	93
African American	17.5	119
Other	5.7	180

Household Income	Col %	Index
0-\$19,999	0.8	8
\$20,000-\$29,999	10.2	94
\$30,000-\$39,999	23.9	155
\$40,000-\$49,999	7.3	69
\$50,000-\$74,999	26.0	139
\$75,000-\$99,999	11.7	75
\$100,000-\$149,999	15.2	118
\$150,000-\$249,999	4.6	94
\$250,000 +	0.4	26

Children	Col %	Index
Yes	78.5	192
No	21.5	36

Networks Viewed	Col %	Index
Cartoon	72.2	560
Discovery	65.0	201
History	63.7	203
TBS	62.8	223
Nickelodeon	61.8	427
TNT	60.0	202
Comedy Central	55.4	264
ABC Family	54.8	340
FOOD	52.9	247
Weather Channel	50.0	166

Source: St. Louis Scarborough Aug08-Jul09

