



Description

E! is the ultimate global destination for entertainment fans and adult consumers who crave the latest on celebrities, entertainment & pop culture. E! connects these consumers to the world of Hollywood in a positive, fun, witty and aspirational way.

Format

Entertainment, Lifestyle

Gender	Col %	Index
Male	44.5	93
Female	55.5	107

Age	Col %	Index
18-34	45.4	154
18-49	70.0	123
25-54	67.3	124
35-64	49.1	93
50 +	30.0	69

Education	Col %	Index
High School Grad or Less	43.1	96
Some College (No Degree)	31.2	101
College Graduate	16.9	129
Beyond College Degree	8.7	78

Race	Col %	Index
White	75.6	92
African American	21.4	146
Other	3.0	94

Household Income	Col %	Index
0-\$19,999	10.4	109
\$20,000-\$29,999	6.2	58
\$30,000-\$39,999	15.5	101
\$40,000-\$49,999	8.6	81
\$50,000-\$74,999	21.1	113
\$75,000-\$99,999	15.7	101
\$100,000-\$149,999	13.4	105
\$150,000-\$249,999	7.7	155
\$250,000 +	1.4	87

Children	Col %	Index
Yes	47.7	117
No	52.3	88

Networks Viewed	Col %	Index
Discovery	55.3	171
A&E	52.4	189
TNT	52.2	175
Comedy Central	50.7	241
TBS	49.8	177
History	49.1	157
USA	48.7	204
ESPN	45.6	154
Weather Channel	44.0	146
CNN	38.4	178

Source: St. Louis Scarborough Aug08-Jul09

