



Description

Offers sports fans live major events and original studio programming with the authority that they trust and the personalities that they love. Viewers can catch year round live coverage of the NFL, MLB, NBA, NASCAR, NCAA Basketball, and NCAA Football.

Format

Sports

Gender	Col %	Index
Male	74.2	155
Female	25.8	50

Age	Col %	Index
18-34	30.9	105
18-49	56.8	100
25-54	51.7	95
35-64	51.1	97
50 +	43.2	100

Education	Col %	Index
High School Grad or Less	43.4	97
Some College (No Degree)	28.2	91
College Graduate	15.1	115
Beyond College Degree	13.3	119

Race	Col %	Index
White	82.1	100
African American	15.0	102
Other	2.9	91

Household Income	Col %	Index
0-\$19,999	8.2	86
\$20,000-\$29,999	8.9	82
\$30,000-\$39,999	14.0	91
\$40,000-\$49,999	10.8	102
\$50,000-\$74,999	15.2	81
\$75,000-\$99,999	17.5	112
\$100,000-\$149,999	15.8	123
\$150,000-\$249,999	7.7	157
\$250,000 +	1.9	118

Children	Col %	Index
Yes	35.9	88
No	64.1	108

Networks Viewed	Col %	Index
Fox Sports MW	52.4	269
Weather Channel	50.2	167
Discovery	47.6	147
ESPN 2	46.3	297
History	44.8	143
TBS	43.9	156
TNT	43.8	147
USA	40.7	170
A&E	40.4	145
Fox News	38.8	153

Source: St. Louis Scarborough Aug08-Jul09

