



Description

Food Network connects viewers to the power of food with a passion infusing every part of what they do. Viewers will experience a life made richer through cooking, whether it's whipping up a great meal, getting to know the stars, or cheering a spirited competition.

Format

Lifestyle

Gender	Col %	Index
Male	44.9	94
Female	55.1	106

Age	Col %	Index
18-34	33.2	113
18-49	61.0	108
25-54	55.4	102
35-64	52.9	100
50 +	39.0	90

Education	Col %	Index
High School Grad or Less	46.3	103
Some College (No Degree)	27.2	88
College Graduate	17.6	134
Beyond College Degree	8.9	79

Race	Col %	Index
White	77.0	94
African American	19.5	133
Other	3.5	111

Household Income	Col %	Index
0-\$19,999	8.4	89
\$20,000-\$29,999	9.7	89
\$30,000-\$39,999	15.5	101
\$40,000-\$49,999	8.2	77
\$50,000-\$74,999	19.8	106
\$75,000-\$99,999	16.0	103
\$100,000-\$149,999	15.5	121
\$150,000-\$249,999	5.2	105
\$250,000 +	1.8	112

Children	Col %	Index
Yes	42.3	104
No	57.7	97

Networks Viewed	Col %	Index
Discovery	56.0	173
Weather Channel	50.0	166
TNT	48.6	163
History	46.4	148
A&E	46.2	166
TBS	42.9	152
ESPN	42.2	143
USA	41.7	175
Fox News	36.0	142
HGTV	35.6	164

Source: St. Louis Scarborough Aug08-Jul09

