



Description

The History Channel transports viewers to the biggest events in history where they can experience the past, understand the present, and get a blueprint for the future with information that is thought-provoking and empowering.

Format

Informative

Gender	Col %	Index
Male	57.8	120
Female	42.2	81

Age	Col %	Index
18-34	30.9	105
18-49	54.2	96
25-54	49.5	91
35-64	51.4	97
50 +	45.8	106

Education	Col %	Index
High School Grad or Less	42.0	94
Some College (No Degree)	33.9	110
College Graduate	14.2	108
Beyond College Degree	9.9	88

Race	Col %	Index
White	80.1	97
African American	17.0	116
Other	3.0	93

Household Income	Col %	Index
0-\$19,999	6.8	72
\$20,000-\$29,999	10.7	99
\$30,000-\$39,999	15.5	101
\$40,000-\$49,999	9.1	86
\$50,000-\$74,999	21.7	116
\$75,000-\$99,999	15.6	100
\$100,000-\$149,999	14.2	110
\$150,000-\$249,999	5.7	115
\$250,000 +	0.7	41

Children	Col %	Index
Yes	38.1	93
No	61.9	105

Networks Viewed	Col %	Index
Discovery	61.7	191
A&E	48.2	174
TNT	48.1	162
TBS	43.8	155
Weather Channel	43.1	143
ESPN	42.3	143
Fox News	41.6	164
National Geo	39.3	207
Comedy Central	37.7	179
USA	37.6	157

Source: St. Louis Scarborough Aug08-Jul09

