



**Description**

National Geographic Channel is the best source for ground-breaking knowledge, unrivaled imagery and powerful storytelling. The National Geographic Channel is a joint venture between National Geographic Ventures and Fox Cable Networks.

**Format**

Informative

Gender	Col %	Index
Male	62.7	131
Female	37.3	72

Age	Col %	Index
18-34	22.7	77
18-49	48.2	85
25-54	51.7	95
35-64	54.3	103
50 +	51.8	120

Education	Col %	Index
High School Grad or Less	39.2	88
Some College (No Degree)	34.6	112
College Graduate	15.7	119
Beyond College Degree	10.5	94

Race	Col %	Index
White	83.1	101
African American	13.6	93
Other	3.3	103

Household Income	Col %	Index
0-\$19,999	7.9	83
\$20,000-\$29,999	10.7	98
\$30,000-\$39,999	16.1	105
\$40,000-\$49,999	12.6	119
\$50,000-\$74,999	16.1	86
\$75,000-\$99,999	16.1	103
\$100,000-\$149,999	15.2	118
\$150,000-\$249,999	2.8	56
\$250,000 +	2.6	165

Children	Col %	Index
Yes	37.5	92
No	62.5	106

Networks Viewed	Col %	Index
Discovery	69.0	213
History	64.9	207
Weather Channel	56.3	187
A&E	53.6	193
TNT	46.0	155
Animal Planet	42.0	258
ESPN	41.3	140
Fox News	41.3	163
HGTV	41.1	189
TBS	40.3	143

Source: St. Louis Scarborough Aug08-Jul09

