



Description

Syfy Channel is a television network where "what if" is what's on. Syfy fuels the imagination of viewers with original series and events, blockbuster movies and classic science fiction and fantasy programming.

Format

Entertainment

| Gender | Col % | Index |
|--------|-------|-------|
| Male | 57.2 | 119 |
| Female | 42.8 | 82 |

| Age | Col % | Index |
|-------|-------|-------|
| 18-34 | 28.4 | 97 |
| 18-49 | 56.6 | 100 |
| 25-54 | 57.8 | 106 |
| 35-64 | 57.9 | 110 |
| 50 + | 43.4 | 100 |

| Education | Col % | Index |
|--------------------------|-------|-------|
| High School Grad or Less | 49.2 | 110 |
| Some College (No Degree) | 30.4 | 99 |
| College Graduate | 11.1 | 84 |
| Beyond College Degree | 9.3 | 83 |

| Race | Col % | Index |
|------------------|-------|-------|
| White | 75.2 | 91 |
| African American | 22.0 | 151 |
| Other | 2.8 | 88 |

| Household Income | Col % | Index |
|---------------------|-------|-------|
| 0-\$19,999 | 13.0 | 136 |
| \$20,000-\$29,999 | 14.4 | 132 |
| \$30,000-\$39,999 | 15.9 | 103 |
| \$40,000-\$49,999 | 9.2 | 87 |
| \$50,000-\$74,999 | 19.0 | 102 |
| \$75,000-\$99,999 | 12.0 | 77 |
| \$100,000-\$149,999 | 12.1 | 94 |
| \$150,000-\$249,999 | 3.0 | 61 |
| \$250,000 + | 1.4 | 90 |

| Children | Col % | Index |
|----------|-------|-------|
| Yes | 42.3 | 104 |
| No | 57.7 | 97 |

| Networks Viewed | Col % | Index |
|-----------------|-------|-------|
| History | 65.0 | 208 |
| TNT | 64.1 | 216 |
| Discovery | 61.9 | 191 |
| Weather Channel | 50.6 | 168 |
| A&E | 50.0 | 180 |
| TBS | 48.9 | 173 |
| USA | 46.8 | 196 |
| Spike | 42.3 | 278 |
| Comedy Central | 40.6 | 193 |
| National Geo | 40.2 | 212 |

Source: St. Louis Scarborough Aug08-Jul09

