



**Description**

As the first and only network dedicated to drama, TNT transports viewers away from everyday life and onto an emotional and intellectual ride filled with riveting stories and unpredictable plots. At the heart of this ride are powerful original dramas, proven acquired series, blockbuster movies and championship sports coverage.

**Format**

Entertainment

| Gender | Col % | Index |
|--------|-------|-------|
| Male   | 50.6  | 105   |
| Female | 49.4  | 95    |

| Age   | Col % | Index |
|-------|-------|-------|
| 18-34 | 33.8  | 115   |
| 18-49 | 59.4  | 105   |
| 25-54 | 54.3  | 100   |
| 35-64 | 50.5  | 96    |
| 50 +  | 40.6  | 94    |

| Education                | Col % | Index |
|--------------------------|-------|-------|
| High School Grad or Less | 45.1  | 101   |
| Some College (No Degree) | 32.8  | 106   |
| College Graduate         | 13.4  | 102   |
| Beyond College Degree    | 8.6   | 77    |

| Race             | Col % | Index |
|------------------|-------|-------|
| White            | 75.3  | 92    |
| African American | 21.7  | 149   |
| Other            | 3.0   | 94    |

| Household Income    | Col % | Index |
|---------------------|-------|-------|
| 0-\$19,999          | 10.7  | 113   |
| \$20,000-\$29,999   | 13.4  | 123   |
| \$30,000-\$39,999   | 14.9  | 97    |
| \$40,000-\$49,999   | 9.2   | 87    |
| \$50,000-\$74,999   | 17.2  | 92    |
| \$75,000-\$99,999   | 15.3  | 98    |
| \$100,000-\$149,999 | 12.9  | 101   |
| \$150,000-\$249,999 | 4.9   | 98    |
| \$250,000 +         | 1.5   | 92    |

| Children | Col % | Index |
|----------|-------|-------|
| Yes      | 40.7  | 100   |
| No       | 59.3  | 100   |

| Networks Viewed | Col % | Index |
|-----------------|-------|-------|
| TBS             | 57.8  | 205   |
| A&E             | 51.4  | 185   |
| History         | 50.6  | 162   |
| Discovery       | 50.3  | 156   |
| USA             | 50.1  | 210   |
| ESPN            | 43.5  | 147   |
| Weather Channel | 42.8  | 142   |
| Syfy            | 38.2  | 216   |
| Comedy Central  | 37.6  | 179   |
| CNN             | 36.0  | 167   |

Source: St. Louis Scarborough Aug08-Jul09

