



**Description**

From the red carpets of the award shows to the emerging Idols, TVGuide gets behind the scenes and close up with the personalities consumers want to know. TVGuide is there to celebrate and express the excitement fuels the entertainment industry.

**Format**

Informative, Entertainment

Gender	Col %	Index
Male	46.3	97
Female	53.7	103

Age	Col %	Index
18-34	27.9	95
18-49	48.9	86
25-54	41.1	76
35-64	54.5	103
50 +	51.1	118

Education	Col %	Index
High School Grad or Less	59.0	132
Some College (No Degree)	22.5	73
College Graduate	9.9	76
Beyond College Degree	8.5	76

Race	Col %	Index
White	68.5	83
African American	31.5	215
Other	0.0	0

Household Income	Col %	Index
0-\$19,999	13.5	142
\$20,000-\$29,999	21.4	197
\$30,000-\$39,999	19.9	130
\$40,000-\$49,999	8.5	81
\$50,000-\$74,999	15.5	83
\$75,000-\$99,999	5.1	33
\$100,000-\$149,999	9.9	77
\$150,000-\$249,999	5.7	116
\$250,000 +	0.4	26

Children	Col %	Index
Yes	40.2	99
No	59.8	101

Networks Viewed	Col %	Index
History	67.1	214
TBS	66.4	236
Weather Channel	65.0	216
TNT	63.4	213
USA	60.2	252
A&E	59.5	215
Comedy Central	56.5	269
Discovery	53.1	164
Syfy	52.7	298
Fox News	52.3	206

Source: St. Louis Scarborough Aug08-Jul09

