



Description

TV One is the premier television destination for African American adults offering a broad range of lifestyle and entertainment-oriented programming that respects their values and reflects their intellectual and cultural diversity.

Format

Entertainment

Gender	Col %	Index
Male	52.7	110
Female	47.3	91

Age	Col %	Index
18-34	21.3	72
18-49	73.7	130
25-54	81.4	149
35-64	71.6	136
50 +	26.3	61

Education	Col %	Index
High School Grad or Less	48.6	109
Some College (No Degree)	30.8	100
College Graduate	7.1	54
Beyond College Degree	13.4	120

Race	Col %	Index
White	8.3	10
African American	91.7	627
Other	0.0	0

Household Income	Col %	Index
0-\$19,999	24.3	255
\$20,000-\$29,999	14.6	135
\$30,000-\$39,999	22.8	149
\$40,000-\$49,999	7.4	70
\$50,000-\$74,999	9.0	48
\$75,000-\$99,999	14.4	92
\$100,000-\$149,999	1.5	12
\$150,000-\$249,999	5.9	120
\$250,000 +	0.0	0

Children	Col %	Index
Yes	55.9	137
No	44.1	74

Networks Viewed	Col %	Index
TBS	89.4	317
BET	83.2	909
Weather Channel	80.8	269
TNT	80.0	269
Hallmark	77.7	460
MTV	76.7	596
FOOD	76.6	357
CNN	76.1	353
Nickelodeon	73.2	505
Lifetime	69.6	384

Source: St. Louis Scarborough Aug08-Jul09

