



**Description**

Travel Channel is the place for people who seek entertainment that satisfies the urge to go, see, and do. Travel Channel delivers inspiration, enjoyment, and a sense of community to viewers.

**Format**

Lifestyle

Gender	Col %	Index
Male	49.7	104
Female	50.3	97

Age	Col %	Index
18-34	29.2	99
18-49	50.0	88
25-54	48.7	89
35-64	49.8	94
50 +	50.0	115

Education	Col %	Index
High School Grad or Less	42.2	94
Some College (No Degree)	32.7	106
College Graduate	14.2	108
Beyond College Degree	11.0	98

Race	Col %	Index
White	80.4	98
African American	16.0	110
Other	3.6	113

Household Income	Col %	Index
0-\$19,999	6.6	69
\$20,000-\$29,999	8.4	77
\$30,000-\$39,999	10.8	70
\$40,000-\$49,999	7.2	68
\$50,000-\$74,999	22.8	122
\$75,000-\$99,999	16.4	106
\$100,000-\$149,999	18.6	145
\$150,000-\$249,999	8.1	164
\$250,000 +	1.0	66

Children	Col %	Index
Yes	39.5	97
No	60.5	102

Networks Viewed	Col %	Index
Discovery	71.3	220
History	67.6	216
A&E	56.3	203
Weather Channel	51.6	172
National Geo	50.2	264
Fox News	48.9	193
FOOD	48.2	225
HGTV	47.1	217
TNT	46.0	155
USA	45.3	190

Source: St. Louis Scarborough Aug08-Jul09

