



Description

USA celebrates the characters on our screens and in our audience. Every day, USA embraces what makes these characters unique. Behind every flaw lies a remarkable talent. Beyond every quirk, a great story's waiting to be told. Through original programs, quality series and box-office favorites, USA creates a connection with our audience inviting them to take part and show us their characters too.

Format

Entertainment

Gender	Col %	Index
Male	51.9	108
Female	48.1	92

Age	Col %	Index
18-34	32.6	111
18-49	59.7	105
25-54	60.2	111
35-64	54.3	103
50 +	40.3	93

Education	Col %	Index
High School Grad or Less	43.7	98
Some College (No Degree)	30.6	99
College Graduate	14.4	109
Beyond College Degree	11.3	101

Race	Col %	Index
White	80.7	98
African American	16.3	112
Other	3.0	94

Household Income	Col %	Index
0-\$19,999	7.7	81
\$20,000-\$29,999	9.5	87
\$30,000-\$39,999	13.2	86
\$40,000-\$49,999	11.6	110
\$50,000-\$74,999	18.9	101
\$75,000-\$99,999	17.8	114
\$100,000-\$149,999	12.4	96
\$150,000-\$249,999	7.0	142
\$250,000 +	1.9	121

Children	Col %	Index
Yes	42.6	105
No	57.4	97

Networks Viewed	Col %	Index
TNT	62.4	210
TBS	59.0	209
A&E	56.5	204
ESPN	50.3	170
Discovery	49.8	154
History	49.3	157
Weather Channel	42.9	143
FOOD	37.4	175
FX	37.3	273
Fox Sports MW	36.0	186

Source: St. Louis Scarborough Aug08-Jul09

