



Description

VH1 connects viewers to the music, artists and pop culture that matter to them most, with popular series and franchises such as Rock of Love, I Love New York, Rock Docs and the World Series of Pop Culture. The network also offers one-of-a-kind specials such as Hip Hop Honors, Rock Honors and The Critics' Choice Awards. Our viewers just can't get enough.

Format

Music, Entertainment

Gender	Col %	Index
Male	45.1	94
Female	54.9	106

Age	Col %	Index
18-34	55.6	189
18-49	86.8	153
25-54	67.3	124
35-64	43.1	82
50 +	13.2	30

Education	Col %	Index
High School Grad or Less	55.7	124
Some College (No Degree)	29.8	97
College Graduate	8.7	66
Beyond College Degree	5.8	52

Race	Col %	Index
White	62.9	77
African American	34.7	237
Other	2.3	73

Household Income	Col %	Index
0-\$19,999	9.3	98
\$20,000-\$29,999	13.6	125
\$30,000-\$39,999	14.6	95
\$40,000-\$49,999	8.3	78
\$50,000-\$74,999	20.9	112
\$75,000-\$99,999	12.9	83
\$100,000-\$149,999	11.4	89
\$150,000-\$249,999	7.9	161
\$250,000 +	1.0	62

Children	Col %	Index
Yes	57.6	141
No	42.4	72

Networks Viewed	Col %	Index
MTV	70.3	547
TBS	63.5	225
A&E	59.1	213
TNT	59.0	198
Comedy Central	56.8	270
FOOD	52.6	245
History	52.5	168
Weather Channel	51.3	170
E!	50.4	331
Discovery	49.5	153

Source: St. Louis Scarborough Aug08-Jul09

