



Description

Versus celebrates real competition. The network is the national cable home of the National Hockey League and the Stanley Cup Playoffs as well as best-in class events such as The Tour de France, Davis Cup Tennis, the Professional Bull Riders, World Extreme Cagefighting, the Indy Racing League and Professional Boxing.

Format

Sports

Gender	Col %	Index
Male	81.4	170
Female	18.6	36

Age	Col %	Index
18-34	45.8	156
18-49	65.8	116
25-54	49.6	91
35-64	45.0	85
50 +	34.2	79

Education	Col %	Index
High School Grad or Less	36.4	81
Some College (No Degree)	32.6	106
College Graduate	19.0	145
Beyond College Degree	11.9	107

Race	Col %	Index
White	96.8	118
African American	2.0	14
Other	1.2	38

Household Income	Col %	Index
0-\$19,999	0.0	0
\$20,000-\$29,999	3.8	35
\$30,000-\$39,999	6.0	39
\$40,000-\$49,999	1.9	18
\$50,000-\$74,999	24.1	128
\$75,000-\$99,999	13.0	83
\$100,000-\$149,999	41.5	324
\$150,000-\$249,999	6.0	122
\$250,000 +	3.7	234

Children	Col %	Index
Yes	43.7	107
No	56.3	95

Networks Viewed	Col %	Index
Fox Sports MW	86.4	445
ESPN 2	71.7	460
ESPN	67.6	229
Discovery	60.6	187
A&E	42.8	154
Comedy Central	42.8	204
Travel	39.4	289
History	39.3	126
TNT	39.1	132
TBS	38.0	135

Source: St. Louis Scarborough Aug08-Jul09

