

TV Show Types	Col %	Index
Music Videos	19.4	155
Science Fiction	31.9	155
Sports	62.9	148
Comedies	69.5	132
Reality-Adventure	21.0	122
Kids Shows	23.2	119
Documentaries	37.2	117
Late Night Talk	19.4	113
Movies	67.1	112
Reality-Talent	17.3	98
National/Network News	27.4	96
Reality-Dating	6.8	95
Game Shows	29.0	95
Mystery/Suspense/Crime	35.8	91
Local News-Late	25.9	91
Local News-Evening	44.4	78
Dramas	25.3	76
Court Shows	13.8	73
Local News-Morning	30.5	68
Religious	5.1	47
Daytime Talk Shows	4.4	33
Daytime Soap Operas	2.8	26

St. Louis Men 18-49 are
55% More Likely to Watch Music Videos
than the Market Average



Sports on Cable	Col %	Index
St. Louis Cardinals	55.1	128
Oth Reg. Season Mjr Leag. Bsebl	40.5	164
Monday Night Football	36.5	191
Major League Baseball Playoffs	35.8	152
Missouri Tigers Football	33.2	164
Other Reg. Season NFL	33.0	185
St. Louis Rams	32.9	159
Missouri Tigers Basketball	32.6	186
Bowl Games	29.9	191
NASCAR	26.7	174
St. Louis Blues	23.8	188
Regular Season NBA	22.8	181
Oth Reg. Season College Ftbl	20.9	200
Illinois Fighting Illini Football	19.1	205
NBA Playoffs	18.9	181
PGA TOUR (Men's Golf)	17.7	166
Olympics	17.4	125
Illinois Fighting Illini Bsktbl	17.4	190
St. Louis Billikens Basketball	17.3	209
NHRA Drag Racing	17.1	207
Oth Reg. Season College Bsktbl	16.8	219

55.1% of St. Louis Men 18-49 Have
Watched the Cardinals on Cable Television
in the Past Year



Cable Networks	Col %
Discovery	51.0
ESPN	46.5
History	42.5
TBS	40.1
TNT	39.6
A&E	35.2
Weather	35.2
USA	35.1
Fox Sports Midwest	34.5
Spike	34.0
ESPN2	33.5
Comedy	32.6
Fox News	29.6
Cartoon Network	29.0
Food	27.3

Cable Networks	Index
G4	231
Spike	189
ESPN2	184
Cartoon Network	178
Fox Sports Midwest	172
Versus	171
MTV2	169
ESPN	163
Comedy	161
VH1	161
Speed	160
FX	155
TV Land	153
TBS	147
MTV	146

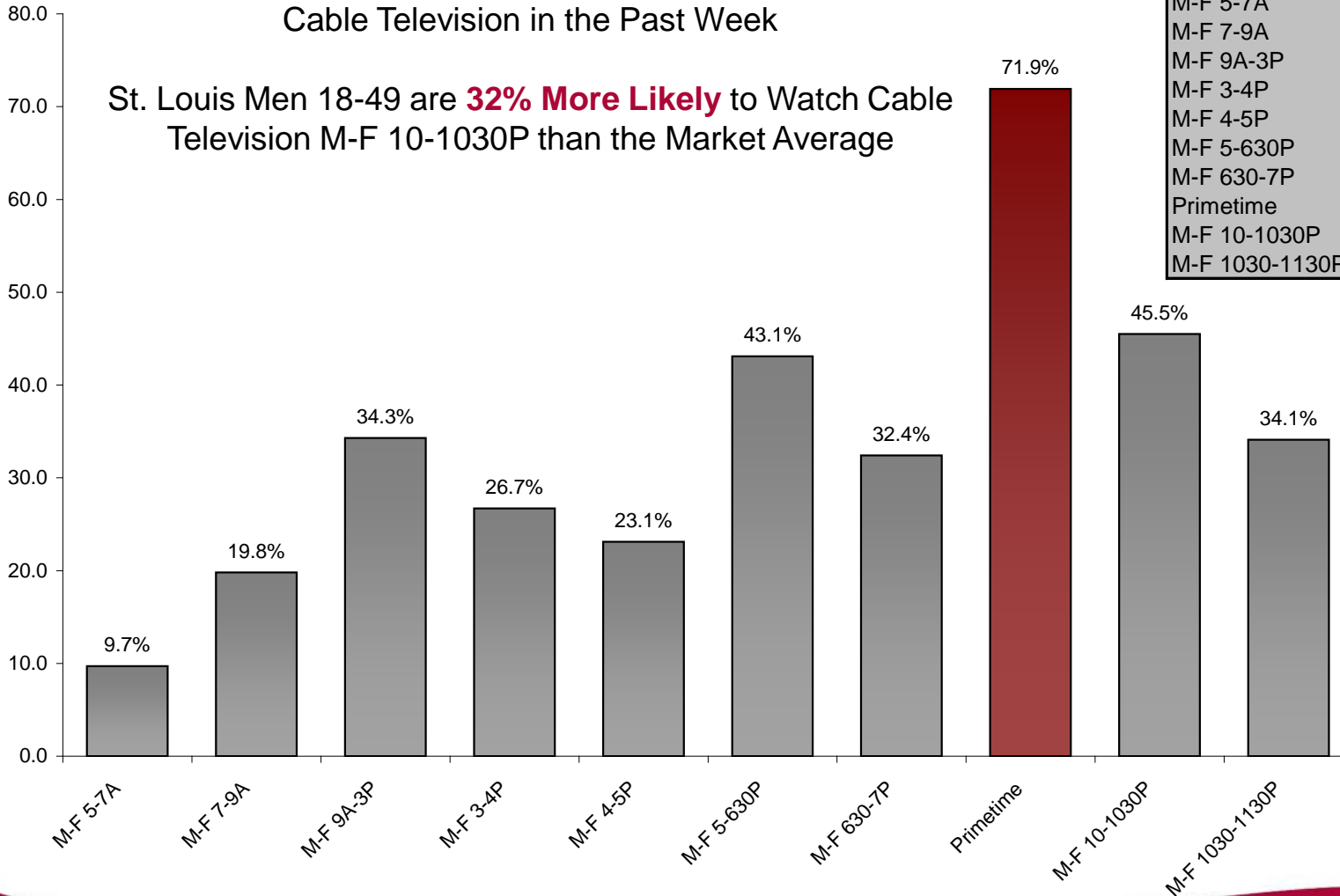
51% of St. Louis Men 18-49 Have Watched
Discovery in the Past Week

St. Louis Men 18-49 are **131% More Likely** to
Watch G4 than the Market Average



71.9% of St. Louis Men 18-49 Have Watched Primetime Cable Television in the Past Week

St. Louis Men 18-49 are **32% More Likely** to Watch Cable Television M-F 10-1030P than the Market Average



Cable Dayparts	Col %	Index
M-F 5-7A	9.7	93
M-F 7-9A	19.8	100
M-F 9A-3P	34.3	89
M-F 3-4P	26.7	108
M-F 4-5P	23.1	99
M-F 5-630P	43.1	113
M-F 630-7P	32.4	102
Primetime	71.9	104
M-F 10-1030P	45.5	132
M-F 1030-1130P	34.1	110



Cable vs Print	Col %	Index
Charter Cable Insertable Networks	86.6	105
Sunday St. Louis Post-Dispatch	40.5	102
Any Suburban Journal (Twice A Wk)	26.5	99
Daily St. Louis Post-Dispatch	22.1	94
Riverfront Times	12.9	94
St. Louis American	8.9	92
Sunday Belleville News-Democrat	6.6	92
St. Louis Magazine	6.2	93
St. Louis Business Journal	5.8	103
ALIVE Magazine	5.0	120
Southern Living	4.7	72
Ladue News	4.7	116
Ladue News Magazine	3.8	160
Daily Belleville News-Democrat	3.4	61
Webster Kirkwood Times	3.2	86
Jefferson County Leader	2.8	89
St. Louis Times	2.6	180
AT HOME (6 Times A Year)	2.2	140
St. Louis Commerce Magazine	2.2	203
Arnold-Imperial Leader	1.9	74
St. Louis Homs & Lfstyls(9 TmsYr)	1.8	81

86.6% of St. Louis Men 18-49 Have Watched Cable Television in the Past Week

40.5% of St. Louis Men 18-49 Have Read the Sunday Post Dispatch in the Past Week



Cable vs. Radio	Col %
Discovery	51.0
ESPN	46.5
History	42.5
TBS	40.1
TNT	39.6
A&E	35.2
Weather	35.2
USA	35.1
Fox Sports Midwest	34.5
Spike	34.0
ESPN2	33.5
Comedy	32.6
Fox News	29.6
Cartoon Network	29.0
Food	27.3
Sci Fi	26.8
KSHE-FM	26.3
ABC Family	25.4
National Geographic	24.7
KPNT-FM	24.0

Cable vs. Radio	Col %
FX	23.9
CNN	22.9
HGTV	22.7
Animal Planet	21.7
VH1	21.6
AMC	21.6
E!	20.7
MTV	20.5
TV Land	20.3
TLC	20.0
Bravo	19.8
Nickelodeon	19.3
WARH-FM	16.4
Headline News	16.2
KSLZ-FM	16.1
Country Music Television	15.3
MSNBC	15.3
Tru TV	15.1
MTV2	14.7
Speed	14.3

16 Cable Networks outperform the Top Radio Station
in their Ability to Reach St. Louis Men 18-49

