



<u>Viewer Profile :</u>	<u>DSC</u>	<u>Cable Avg</u>
Prime Median Age:	40.0	44.4
A18-49 Median HHI:	\$63,00	\$58,000

Network Rank in Prime vs. Ad-Supp. Cable (000):

A 18-49	#7	682,000
M 18-49	#5	441,000
A 25-54	#8	668,000
M 25-54	#5	428,000

Network Rank In Prime vs. Ad-Supp. Cable (VPVH):

A 18-49	#12	732
M 18-49	#7	474
A 25-54	#10	717
M 25-54	#7	460

Primetime Gender Skew %: Adults 18+

MALE: 64.1 FEMALE :35.9

Primetime Audience Composition A18+

	<u>DSC</u>	<u>Cable Avg</u>	<u>Index</u>
HHI \$75,000+	39%	35%	111
HHI \$75,000+, POM	16%	14%	114
HHI \$75,000+, W/COLL	30%	25%	120
HHI \$1000,000+	24%	22%	109
HHI \$100K+, POM	11%	9%	122
HHI \$100K+, W/COLL	20%	17%	118
HHI \$100K+, W/CHILD	11%	9%	122
HHI \$125K+	14%	13%	108
HHI \$125K+, POM	7%	6%	117
HHI \$125K+, W/COLL	12%	11%	109
HHI \$125K+, W/CHILD	7%	5%	140
Any Child <12	26%	23%	113
Any Child <18	38%	33%	115
4+ Years College	26%	25%	104
HH Size 4+	34%	29%	117
Own Home	76%	73%	104
New Truck Prospect	23%	20%	115
PC Owner/Internet	82%	75%	109

Primetime Audience Distribution: Adults 18+

	<u>DSC</u>	<u>Cable Avg</u>	<u>Index</u>
% Adult 18-49	64%	52%	123
% Men 18-49	41%	26%	158
% Adult 25-54	63%	52%	121
% Men 25-54	40%	26%	154