



**Description**

ABC Family reflects today's families, entertaining and connecting with young adults through relevant stories about today's relationships, all told with diversity, passion, humor and heart. ABC Family's programming is a mix of scripted dramas, original movies, quality acquired series and blockbuster theatricals.

**Format**

Entertainment

Gender	Col %	Index
Male	47.9	100
Female	52.1	100

Age	Col %	Index
18-34	41.8	142
18-49	71.7	126
25-54	59.4	109
35-64	48.2	91
50 +	28.3	65

Education	Col %	Index
High School Grad or Less	52.3	117
Some College (No Degree)	27.0	87
College Graduate	14.2	108
Beyond College Degree	6.5	58

Race	Col %	Index
White	72.8	89
African American	25.5	174
Other	1.7	54

Household Income	Col %	Index
0-\$19,999	8.8	93
\$20,000-\$29,999	17.5	161
\$30,000-\$39,999	15.7	102
\$40,000-\$49,999	11.6	109
\$50,000-\$74,999	18.8	101
\$75,000-\$99,999	11.8	76
\$100,000-\$149,999	12.7	99
\$150,000-\$249,999	2.7	55
\$250,000 +	0.4	27

Children	Col %	Index
Yes	54.2	133
No	45.8	77

Networks Viewed	Col %	Index
TBS	63.8	226
TNT	61.0	205
Discovery	51.7	160
A&E	51.4	185
History	48.1	154
Weather Channel	46.9	156
USA	46.5	195
ESPN	45.9	155
Comedy Central	42.4	202
Cartoon	42.0	326

Source: St. Louis Scarborough Feb08-Jan09

