



Description

Hallmark Channel is a 24-hour basic cable network that provides a diverse slate of high-quality entertainment programming. Hallmark Channel consistently ranks among the top 10 ad-supported cable networks in Prime Time and Total Day household ratings and is the nation's leading network in providing quality family programming.

Format

Entertainment

Gender	Col %	Index
Male	39.4	82
Female	60.6	116

Age	Col %	Index
18-34	18.6	63
18-49	38.9	69
25-54	42.3	78
35-64	51.6	98
50 +	61.1	141

Education	Col %	Index
High School Grad or Less	52.4	117
Some College (No Degree)	33.5	108
College Graduate	8.9	68
Beyond College Degree	5.3	47

Race	Col %	Index
White	79.0	96
African American	19.1	130
Other	2.0	62

Household Income	Col %	Index
0-\$19,999	8.1	85
\$20,000-\$29,999	10.9	100
\$30,000-\$39,999	19.5	127
\$40,000-\$49,999	9.9	93
\$50,000-\$74,999	19.0	101
\$75,000-\$99,999	16.6	106
\$100,000-\$149,999	11.8	92
\$150,000-\$249,999	3.0	62
\$250,000 +	1.3	84

Children	Col %	Index
Yes	27.2	67
No	72.8	123

Networks Viewed	Col %	Index
TNT	51.2	172
History	49.5	158
A&E	46.5	168
Lifetime Movie	45.3	258
Weather Channel	42.3	141
Discovery	41.9	130
Lifetime	41.5	229
TBS	40.8	145
Fox News	40.0	158
USA	37.2	156

Source: St. Louis Scarborough Aug08-Jul09

