



Description

HLN provides news and information that moves to the tempo of daily life fulfilling the needs of its information-seeking, active audience. Throughout the day, HLN focuses on the things people need to know - essential news and updates.

Format

News

Gender	Col %	Index
Male	55.4	115
Female	44.6	86

Age	Col %	Index
18-34	27.6	94
18-49	50.6	89
25-54	49.2	90
35-64	52.1	99
50 +	49.4	114

Education	Col %	Index
High School Grad or Less	45.3	101
Some College (No Degree)	26.5	86
College Graduate	14.2	109
Beyond College Degree	13.9	124

Race	Col %	Index
White	73.3	89
African American	23.8	163
Other	2.9	92

Household Income	Col %	Index
0-\$19,999	10.0	105
\$20,000-\$29,999	10.1	93
\$30,000-\$39,999	17.9	117
\$40,000-\$49,999	9.5	90
\$50,000-\$74,999	17.5	93
\$75,000-\$99,999	11.6	75
\$100,000-\$149,999	15.0	117
\$150,000-\$249,999	7.2	146
\$250,000 +	1.1	70

Children	Col %	Index
Yes	40.5	99
No	59.5	100

Networks Viewed	Col %	Index
CNN	62.7	290
ESPN	58.6	198
Discovery	54.5	168
Weather Channel	52.8	175
A&E	48.7	175
History	47.8	153
TNT	47.0	158
Fox News	43.5	171
USA	40.3	169
TBS	39.8	141

Source: St. Louis Scarborough Aug08-Jul09

