



Description

Lifetime is America's #1 network with women and one of the top-rated basic cable television networks. With great true-to-life original movies smash hit series like "Army Wives" and fun makeover series "How to Look Good Naked," Lifetime is truly the place for women seeking entertainment, empowerment and escape.

Format

Lifestyle, Entertainment

Gender	Col %	Index
Male	34.6	72
Female	65.4	126

Age	Col %	Index
18-34	21.9	75
18-49	52.1	92
25-54	56.5	104
35-64	61.9	117
50 +	47.9	111

Education	Col %	Index
High School Grad or Less	51.4	115
Some College (No Degree)	28.8	93
College Graduate	13.7	104
Beyond College Degree	6.0	54

Race	Col %	Index
White	71.8	87
African American	25.1	171
Other	3.1	98

Household Income	Col %	Index
0-\$19,999	10.0	105
\$20,000-\$29,999	14.2	131
\$30,000-\$39,999	18.2	118
\$40,000-\$49,999	11.3	107
\$50,000-\$74,999	18.4	98
\$75,000-\$99,999	13.7	88
\$100,000-\$149,999	8.3	65
\$150,000-\$249,999	4.6	94
\$250,000 +	1.2	77

Children	Col %	Index
Yes	37.2	91
No	62.8	106

Networks Viewed	Col %	Index
A&E	55.9	201
TNT	55.5	187
Lifetime Movie	53.3	304
TBS	52.9	187
Discovery	47.9	148
USA	47.5	199
History	46.6	149
Weather Channel	42.0	140
Oxygen	41.0	284
Hallmark	38.6	229

Source: St. Louis Scarborough Aug08-Jul09

