



Description

Lifetime Movie Network is the #2 network for women. The network attracts a diverse audience and offers viewers the best place to find the movies they love. With powerful original movies such as LMN has become a destination for women who just can't get enough movies.

Format

Entertainment

Gender	Col %	Index
Male	32.3	67
Female	67.7	130

Age	Col %	Index
18-34	30.3	103
18-49	54.9	97
25-54	57.5	106
35-64	57.4	109
50 +	45.1	104

Education	Col %	Index
High School Grad or Less	53.7	120
Some College (No Degree)	32.3	105
College Graduate	9.4	72
Beyond College Degree	4.6	41

Race	Col %	Index
White	72.8	89
African American	23.6	162
Other	3.5	111

Household Income	Col %	Index
0-\$19,999	5.9	62
\$20,000-\$29,999	9.8	90
\$30,000-\$39,999	15.7	103
\$40,000-\$49,999	11.3	107
\$50,000-\$74,999	19.8	105
\$75,000-\$99,999	17.0	109
\$100,000-\$149,999	15.4	120
\$150,000-\$249,999	4.2	86
\$250,000 +	0.8	52

Children	Col %	Index
Yes	39.9	98
No	60.1	101

Networks Viewed	Col %	Index
Lifetime	55.0	304
TNT	54.8	184
A&E	54.7	197
Oxygen	46.8	324
Discovery	46.2	143
History	45.9	146
TBS	45.4	161
Hallmark	43.5	258
USA	40.4	169
ABC Family	37.1	230

Source: St. Louis Scarborough Aug08-Jul09

