

**SOAP
NET**

Description

As the appetite for soapy drama increases, SOAPnet is there to deliver it all. From current run primetime dramas, to reality shows, to movies, to celebrity and real people sagas, SOAPnet is home extreme drama, rich characters, and provocative behavior.

Format

Entertainment

Gender	Col %	Index
Male	18.2	38
Female	81.8	157

Age	Col %	Index
18-34	37.5	128
18-49	74.9	132
25-54	75.0	138
35-64	54.9	104
50 +	25.1	58

Education	Col %	Index
High School Grad or Less	42.2	94
Some College (No Degree)	33.7	109
College Graduate	17.6	134
Beyond College Degree	6.5	58

Race	Col %	Index
White	68.5	83
African American	27.0	184
Other	4.5	142

Household Income	Col %	Index
0-\$19,999	8.2	86
\$20,000-\$29,999	11.5	106
\$30,000-\$39,999	18.6	121
\$40,000-\$49,999	8.4	79
\$50,000-\$74,999	18.1	96
\$75,000-\$99,999	15.8	101
\$100,000-\$149,999	9.2	72
\$150,000-\$249,999	10.3	209
\$250,000 +	0.0	0

Children	Col %	Index
Yes	53.9	132
No	46.1	78

Networks Viewed	Col %	Index
TNT	53.2	179
Lifetime Movie	51.0	291
Hallmark	50.4	299
Lifetime	50.3	278
Oxygen	47.9	332
TBS	43.8	155
Nickelodeon	42.5	294
Weather Channel	42.5	141
VH1	40.3	378
Discovery	36.1	111

Source: St. Louis Scarborough Aug08-Jul09

