



Description

The Style Network is the destination for women 18-49 with a passion for the best in relatable and inspiring lifestyle programming. Style is the home of makeovers, from fashion, to beauty to home to community. Style provides expertise and inspiration for women who aspire to look fabulous, live well, be daring and celebrate life in progress.

Format

Entertainment, Lifestyle

Gender	Col %	Index
Male	44.5	93
Female	55.5	107

Age	Col %	Index
18-34	45.4	154
18-49	70.0	123
25-54	67.3	124
35-64	49.1	93
50 +	30.0	69

Education	Col %	Index
High School Grad or Less	43.1	96
Some College (No Degree)	31.2	101
College Graduate	16.9	129
Beyond College Degree	8.7	78

Race	Col %	Index
White	75.6	92
African American	21.4	146
Other	3.0	94

Household Income	Col %	Index
0-\$19,999	10.4	109
\$20,000-\$29,999	6.2	58
\$30,000-\$39,999	15.5	101
\$40,000-\$49,999	8.6	81
\$50,000-\$74,999	21.1	113
\$75,000-\$99,999	15.7	101
\$100,000-\$149,999	13.4	105
\$150,000-\$249,999	7.7	155
\$250,000 +	1.4	87

Children	Col %	Index
Yes	47.7	117
No	52.3	88

Networks Viewed	Col %	Index
Discovery	55.3	171
A&E	52.4	189
TNT	52.2	175
Comedy Central	50.7	241
TBS	49.8	177
History	49.1	157
USA	48.7	204
ESPN	45.6	154
Weather Channel	44.0	146
CNN	38.4	178

Source: St. Louis Scarborough Aug08-Jul09
Based on E! Network Profile

