



**Description**

TV Land is dedicated to presenting the best in entertainment on all platforms for consumers in their 40s and 50s. TV Land comes armed with a slate of original programming, acquired classic shows, and hit movies. Prime time is a destination designed for people in their mid-forties and the exclusive home to the premieres of the network's original programming, contemporary television series acquisitions and movies.

**Format**

Entertainment

Gender	Col %	Index
Male	54.0	113
Female	46.0	88

Age	Col %	Index
18-34	28.5	97
18-49	61.2	108
25-54	64.1	118
35-64	59.5	113
50 +	38.8	90

Education	Col %	Index
High School Grad or Less	45.8	102
Some College (No Degree)	29.0	94
College Graduate	15.4	117
Beyond College Degree	9.8	87

Race	Col %	Index
White	72.5	88
African American	24.6	168
Other	2.9	91

Household Income	Col %	Index
0-\$19,999	13.1	138
\$20,000-\$29,999	12.3	113
\$30,000-\$39,999	17.2	112
\$40,000-\$49,999	11.0	104
\$50,000-\$74,999	19.7	105
\$75,000-\$99,999	11.6	74
\$100,000-\$149,999	8.5	66
\$150,000-\$249,999	6.6	133
\$250,000 +	0.0	0

Children	Col %	Index
Yes	44.7	110
No	55.3	93

Networks Viewed	Col %	Index
History	66.2	212
Discovery	63.3	196
TBS	63.1	224
TNT	60.3	203
A&E	60.2	217
USA	58.7	246
ESPN	56.5	191
Weather Channel	51.2	170
Comedy Central	49.8	237
Fox News	48.0	189

Source: St. Louis Scarborough Aug08-Jul09

