



**Description**

WE is the premier source for women looking to satisfy their curiosity with fascinating original stories and entertaining, fresh content that women relate to so well. WE's programming gives viewers compelling perspectives on women's lives ranging from the ordinary to the extraordinary, all presented in a non-judgmental voice.

**Format**

Entertainment, Lifestyle

Gender	Col %	Index
Male	25.7	53
Female	74.3	143

Age	Col %	Index
18-34	37.6	128
18-49	71.1	125
25-54	53.5	98
35-64	55.7	105
50 +	28.9	67

Education	Col %	Index
High School Grad or Less	61.8	138
Some College (No Degree)	24.5	79
College Graduate	6.9	53
Beyond College Degree	6.8	61

Race	Col %	Index
White	57.4	70
African American	35.7	244
Other	6.9	217

Household Income	Col %	Index
0-\$19,999	1.4	14
\$20,000-\$29,999	16.7	154
\$30,000-\$39,999	18.4	120
\$40,000-\$49,999	4.3	41
\$50,000-\$74,999	31.1	166
\$75,000-\$99,999	7.3	47
\$100,000-\$149,999	0.7	6
\$150,000-\$249,999	17.7	358
\$250,000 +	2.3	148

Children	Col %	Index
Yes	46.1	113
No	53.9	91

Networks Viewed	Col %	Index
USA	78.2	328
Lifetime Movie	70.5	402
History	67.3	215
Oxygen	63.2	438
FOOD	61.5	287
TNT	59.4	200
Hallmark	57.7	342
Lifetime	57.4	317
TBS	54.6	194
A&E	49.0	177

Source: St. Louis Scarborough Aug08-Jul09

