

Viewer Profile

Age

18 – 34	36%
35 – 54	39%
55+	25%

Gender

Male	27%
Female	73%

Education

Attended College	43%
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Household Income

\$75K+	33%
\$50K - \$74,999	16%
\$30K - \$49,999	20%

Home Ownership

Own Home	65%
Rent Home	31%

Presence of Children

1+ Child in HH	45%
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Median Age 41.7

Median of Household Income 50.1

abc family

a new kind of family

ABC Family creates authentic and compelling entertainment that fully engages the Millennial generation. Our mission is to provide authentic stories, quality entertainment, an inclusive environment, and innovation across our platforms. ABC Family's programming is a mix of scripted millennial dramas, original movies, quality acquired series and blockbuster theatricals. ABC Family is also the destination for popular holiday events with "13 Nights of Halloween", "Campus Crush" and "25 Days of Christmas."

Programming Highlights

- Secret Life of American Teenager
- Make It or Break It
- Pretty Little Liars
- Huge
- America's Funniest Home Videos
- Melissa & Joey
- Greek
- 10 Things I Hate about You
- Friday Night Lights



Pretty Little Liars



Make It or Break It



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.