

## Viewer Profile

### Age

18 – 34	44%
35 – 54	39%
55+	17%

### Gender

Male	33%
Female	67%

### Education

Attended College	47%
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### Household Income

\$75K+	44%
\$50K - \$74,999	16%
\$30K - \$49,999	17%

### Home Ownership

Own Home	67%
Rent Home	29%

### Presence of Children

1+ Child in HH	42%
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Median Age . . . . . 37.6

Median of Household Income . . . . 64.9



E! is the ultimate destination for entertainment fans and adult consumers who crave the latest on celebrities, entertainment & pop culture. E! connects these consumers to the world of Hollywood in a positive, fun, witty and aspirational way. From our Red Carpet Coverage to E! News & True Hollywood Story, we're your #1 source for everything entertainment.

## Programming Highlights

- Fashion Police
- Kourtney & Khloe Take Miami
- Spin Crowd
- The Soup
- Keeping Up w/ the Kardashians
- Kendra
- Chelsea Lately
- Holly's World
- What's Eating You
- E! News Special



Keeping Up with the Kardashians



The Soup



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.