
MODERN LIVING

with *kathy ireland*[®]

Television Network Demographics



WE tv airs to approximately 86 million American households (73.2% of households with television)

WE tv is an American cable television channel which is marketed towards women. It features some original programming, such as non-fiction talk shows, as well as made-for-TV movies, older feature films, and reruns of TV shows, it also shows art and fashion documentaries and reality series. Thematically, the programming is focused on women and women's issues.

Age	Audience Composition
18-34	33%
35-54	40%
55+	28%
Gender	Audience Composition
Male	28%
Female	72%
Education	Audience Composition
Attended College	44%
Household Income	Audience Composition
\$75K+	33%
\$50K - \$74,999	20%
\$30K - \$49,999	19%
Home Ownership	Audience Composition
Own Home	56%
Rent Home	40%
Presence of Children	Audience Composition
1+ Child in HH	39%
Median Age	44
Median of Household Income	\$53K