

Lifetime

NEWS RELEASE

FOR IMMEDIATE RELEASE
March 22, 2007

Contact: Gary Morgenstein
(212) 424-7162 -or-
morgenstein@lifetimetv.com

Geralyn Lucas
(212) 424-7066 -or-
lucas@lifetimetv.com

**NEW LIFETIME WOMEN'S PULSE POLL FINDS GENERATION Y WOMEN
DON'T VIEW RUNNING FOR PUBLIC OFFICE AS BEST WAY TO MAKE SOCIAL CHANGE,
BUT PREFER TO ELECT WOMEN CANDIDATES OVER MEN AND BELIEVE WOMEN'S
LEADERSHIP IMPROVES GENDER'S OVERALL STATUS**

**Yet, While Four in Ten Young Women Say They Would Vote for Hillary Clinton in 2008,
Nearly One Quarter of Women Respondents Said They Would Not Support Any Woman
Presidential Candidate in Next Election While Nearly A Third of Gen Y Men Would Not Vote for
Woman Next Year**

**Despite Being First Generation to Come of Age in Post 9/11 World, Gen Y Women Report Education
as a Top Issue Much More than the War in Iraq and on Terror, but Gen Y Men More Concerned
About War and Jobs/Economy**

**Hillary Clinton and Rudy Giuliani Lead Respective Party's Choice for President,
But Nearly One-Third Still Undecided**

**Generation Lacks a Spokeswoman of Their Own – in Open-Ended Question, Oprah Winfrey, Hillary
Clinton and Condoleezza Rice Rank as Top Female Role Models,
But More Than One-Quarter Could Not Conjure Up a Name**

**-- Lifetime Television Special Focusing on Gen Y Women -- "Spotlight 25," Hosted by Willow Bay --
Premieres Monday, March 26th, at 8PM (ET/PT) --**

New York – For its latest Lifetime Women's Pulse Poll, Lifetime Television brought together two of the industry's most respected pollsters, Kellyanne Conway and Celinda Lake, with results painting a surprising picture of Gen Y women's political views and aspirations that could have significant ramifications for the 2008 election cycle and beyond.

The release of the Pulse Poll accompanies "**Spotlight 25**," premiering on Lifetime Television, on Monday, March 26, at 8PM (ET/PT). The hour-long special, hosted and executive produced by Willow Bay ("CNN," "MSNBC News," "Good Morning America Sunday"), features candid commentary from an engaging and diverse group of Gen Y women, including "Dreamgirl" Oscar-winner Jennifer Hudson, on many of the hot topics for this generation including career and family, "quarter-life crisis," computer dating, financial debt, keeping up with the latest must-have trends, and social consciousness.

"These data depict a complex, yet accessible and quietly active, population of young women. They eschew elective office and embrace entrepreneurship. When it comes to 'giving back,' they prefer simple acts of kindness to grand gestures," observed Kellyanne Conway, President of WomanTrend, one of the firms that conducted the Lifetime Pulse Poll.

"While partisanship does matter to today's young women, they are open to different political orientations and prize leadership on issues they care about over ideology. Both parties have gains to make by targeting this audience," according to Celinda Lake, President of Lake Research Partners.

The Poll, which also asked several questions of Gen Y men, found:

Gen Y Women Rather Hold the Corner Office vs. the Oval Office and Choose 60-Second Activism:

Gen Y women want to make a difference by helping those less fortunate but they want to do it in 60 seconds or less and don't view running for elected office as their most effective avenue for social change. While 54% claim that the best way for them to personally make a difference in American politics is to merely vote, under 10% said that they would volunteer or donate for a campaign, 70% said that their own chances of running for elected office are nil and 85% suggested that they'd prefer the corporate corner office to the Oval one. Entrepreneurship remains a strong desire, as "owner of my own company" came in as the top aspiration of young women (47%), with winning a Nobel Prize (14%), being president of a major corporation (10%), a famous celebrity (7%) or President of the United States (4%) palling in comparison.

Yet, Gen Y-ers Prefer to Vote for Women and Believe Speaker Pelosi and Any Woman President

Would Improve Overall Status of Women: Despite this seeming aversion to holding political office themselves, Gen Y women are cheering on others. When asked to consider two nameless, equally qualified candidates – one male and one female – Gen Y women favored the female candidate by a double-digit margin. (38% to 26%). And more than three-quarters of respondents believe that having a woman Speaker of the House and a woman in the White House would improve the status of all American women. They believe that intelligence (43%) and honesty (40%) top the qualities needed for a woman to make a good president, while 15% selected compassion and being a wife and a mother, with 13% mentioning the ability to remain unemotional.

Most Gen Y Women Open to A Woman President; Four in Ten Back Hillary, But 25% Say They Won't Support Any Woman Presidential Candidate in 2008:

Given Hillary Clinton's entrance into the presidential race, Lifetime asked Gen Y women to describe their views on a woman president. In four pointed questions, a 39% plurality of young women indicated that they would cast their vote for Senator Clinton in 2008. Another 24% said they would vote for a woman in 2008 other than Senator Clinton (should another woman join the race). 17% noted that 2008 was too soon to send a woman to the White House, but they might consider it in the future; while 8% suggested that they would never support a woman for President.

Senator Clinton Sits Atop Crowded Presidential Field By Double Digits; Former Mayor Giuliani Top Choice Among Republicans; Largest Percentage Still Undecided:

Senator Hillary Clinton out-paced Senator Barack Obama (26%-13%) and former Mayor Rudy Giuliani led Senator John McCain (13%-7%). However, a full 27% were unsure – the single most common answer overall. In general, Gen Y women span the political spectrum with 41% reporting that they tend to vote for Republicans and 41% saying they tend to vote for Democrats. While party affiliation matters somewhat to the majority, less than one-quarter (24%) indicated that it was very critical to their voting booth choices.

Education is By Far A Top Election Issue for Gen Y Women:

The issue that will most likely determine their vote is education, by far, with 42% reporting it as a top issue followed by 33% who cited the war in Iraq and 31% who chose health care. Although young women did cite terror as their greatest global fear, only 24% said it would be an important 2008 election issue for them. When asked about which issues critical to women and families ranked highest, Gen Y surprisingly selected child care and early education as the most important campaign issue, despite the fact that 61% of those surveyed did not yet have children of their own.

Gen Y women Still Looking for a Role Model of Their Own: When asked to name a woman who speaks best for their generation, the answers were largely women in other age groups. Oprah Winfrey came to mind most (23%), followed by Senator Hillary Clinton (16%) and Secretary of State Condoleezza Rice (10%). More than one-quarter (27%) could not or would not name a voice for their generation. Reese Witherspoon garnered more votes than Speaker Nancy Pelosi, Angelina Jolie and Justices O'Connor and Ginsburg.

Gen Y men more concerned with Iraq and jobs and the economy as 2008 issues:

The war in Iraq was exposed as the #1 campaign issue for Gen Y men, with 35% claiming it as one of the most important issues they'll consider when deciding who to vote for in 2008; jobs and the economy came in second (31%). Thirty-five percent said they would consider voting for a woman for president in 2008, but not if that candidate were Hillary Clinton! Almost half the men (44%) report there's a slight chance they may run for political office one day.

*national telephone survey of more than 500 women aged 18-29 conducted March 4-8, and 200 men aged 18-29 conducted March 18-20, 2006 by WomenTrend; full data available upon request

LIFETIME is the leader in women's television and one of the top-rated basic cable television networks. A diverse, multi-media company, LIFETIME is committed to offering the highest quality entertainment and information programming, and advocating a wide range of issues affecting women and their families. LIFETIME Television, LMN, Lifetime Real Women, Lifetime Home Entertainment, and Lifetime Online (www.lifetime.com) are part of LIFETIME Entertainment Services, a 50/50 joint venture of The Hearst Corporation and The Walt Disney Company

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