



Description

The recognized leader in business news, providing real-time financial market coverage and business information. Each business day, CNBC provides fourteen hours of live business and financial news and analysis presented by an unparalleled team of anchors, reporters and contributors.

Format

News

Gender	Col %	Index
Male	59.8	125
Female	40.2	77

Age	Col %	Index
18-34	21.8	74
18-49	50.4	89
25-54	54.6	100
35-64	57.8	109
50 +	49.6	115

Education	Col %	Index
High School Grad or Less	40.3	90
Some College (No Degree)	30.5	99
College Graduate	14.4	110
Beyond College Degree	14.8	133

Race	Col %	Index
White	63.9	78
African American	32.5	222
Other	3.6	112

Household Income	Col %	Index
0-\$19,999	10.3	108
\$20,000-\$29,999	10.1	93
\$30,000-\$39,999	15.6	102
\$40,000-\$49,999	10.6	100
\$50,000-\$74,999	15.6	83
\$75,000-\$99,999	16.6	106
\$100,000-\$149,999	13.5	105
\$150,000-\$249,999	4.5	91
\$250,000 +	3.1	198

Children	Col %	Index
Yes	34.9	86
No	65.1	110

Networks Viewed	Col %	Index
CNN	60.4	280
Headline News	59.7	308
MSNBC	56.4	458
ESPN	53.9	182
Weather Channel	51.7	172
Discovery	47.6	147
Fox News	47.5	187
A&E	46.9	169
History	42.2	135
TNT	41.3	139

Source: St. Louis Scarborough Aug08-Jul09

