



Description

Every news story has a business angle. Whether it's a domestic crisis, or an international event, FOX Business Network provides you with the business news behind the story and how it affects your life. FOX Business Network is the lifeblood to making smarter financial decisions.

Format

News

Gender	Col %	Index
Male	69.8	146
Female	30.2	58

Age	Col %	Index
18-34	3.4	12
18-49	27.6	49
25-54	36.9	68
35-64	51.8	98
50 +	72.4	167

Education	Col %	Index
High School Grad or Less	33.6	75
Some College (No Degree)	22.4	73
College Graduate	23.7	181
Beyond College Degree	20.2	181

Race	Col %	Index
White	92.4	112
African American	7.6	52
Other	0.0	0

Household Income	Col %	Index
0-\$19,999	4.2	44
\$20,000-\$29,999	2.1	20
\$30,000-\$39,999	19.2	125
\$40,000-\$49,999	13.0	122
\$50,000-\$74,999	13.6	73
\$75,000-\$99,999	14.3	92
\$100,000-\$149,999	12.2	95
\$150,000-\$249,999	17.5	354
\$250,000 +	3.9	249

Children	Col %	Index
Yes	20.6	51
No	79.4	134

Networks Viewed	Col %	Index
Fox News	88.7	349
History	62.9	201
ESPN	62.6	212
Discovery	61.3	190
National Geo	56.5	298
Weather Channel	54.4	181
HGTV	52.1	240
CNBC	46.6	443
A&E	45.8	165
CNN	44.9	208

Source: St. Louis Scarborough Aug08-Jul09

