



Description

Fox News Channel is a 24-hour general news service devoted to delivering fair and balanced coverage of the day's events. Backed by the global resources of the News Corporation, the Fox News Channel provides viewers with live news updates, every hour. FNC is America's #1 news network on cable.

Format

News

Gender	Col %	Index
Male	58.3	122
Female	41.7	80

Age	Col %	Index
18-34	22.7	77
18-49	44.9	79
25-54	46.2	85
35-64	51.7	98
50 +	55.1	127

Education	Col %	Index
High School Grad or Less	38.6	86
Some College (No Degree)	34.7	112
College Graduate	16.1	123
Beyond College Degree	10.6	95

Race	Col %	Index
White	79.8	97
African American	16.8	115
Other	3.4	108

Household Income	Col %	Index
0-\$19,999	8.3	87
\$20,000-\$29,999	9.6	88
\$30,000-\$39,999	13.3	86
\$40,000-\$49,999	11.7	111
\$50,000-\$74,999	18.4	98
\$75,000-\$99,999	16.0	103
\$100,000-\$149,999	14.6	114
\$150,000-\$249,999	6.4	130
\$250,000 +	1.7	108

Children	Col %	Index
Yes	28.9	71
No	71.1	120

Networks Viewed	Col %	Index
Discovery	52.0	161
History	51.4	164
ESPN	45.3	153
Weather Channel	45.1	150
TNT	40.9	137
TBS	40.5	144
A&E	38.0	137
CNN	34.4	160
Headline News	33.3	171
AMC	32.3	219

Source: St. Louis Scarborough Aug08-Jul09

