



**Description**

MSNBC, The Place for Politics, defines news for the next generation with world-class reporting and a full schedule of live news coverage, political analysis and award-winning documentary programming 24 hours a day, seven days a week.

**Format**

News

Gender	Col %	Index
Male	56.4	118
Female	43.6	84

Age	Col %	Index
18-34	28.4	97
18-49	58.1	103
25-54	57.3	105
35-64	58.2	110
50 +	41.9	97

Education	Col %	Index
High School Grad or Less	35.6	79
Some College (No Degree)	25.6	83
College Graduate	18.2	138
Beyond College Degree	20.6	184

Race	Col %	Index
White	66.6	81
African American	29.6	202
Other	3.9	122

Household Income	Col %	Index
0-\$19,999	5.4	57
\$20,000-\$29,999	8.2	75
\$30,000-\$39,999	14.0	91
\$40,000-\$49,999	5.7	54
\$50,000-\$74,999	13.3	71
\$75,000-\$99,999	19.9	128
\$100,000-\$149,999	19.6	153
\$150,000-\$249,999	10.4	212
\$250,000 +	3.4	213

Children	Col %	Index
Yes	42.6	104
No	57.4	97

Networks Viewed	Col %	Index
ESPN	61.6	208
CNN	58.5	271
Headline News	58.3	301
History	53.8	172
A&E	53.6	193
Weather Channel	50.5	168
CNBC	48.1	458
TBS	47.3	168
TNT	46.5	156
Fox News	46.4	183

Source: St. Louis Scarborough Aug08-Jul09

