



As the recognized world leader in business news, **CNBC** combines empowering viewers with real-time actionable insights that has the power to move markets. **CNBC** also features financial and business-themed documentaries and reality shows.

POPULAR SHOWS

- American Greed
- Squawk Box
- The Profit

GENDER



PRESENCE OF CHILDREN

12% Age 2-11

23% Age 2-17

HOUSEHOLD INCOME

68% \$75K+

55% \$100K+

23% \$200K+

MEDIAN HOUSEHOLD INCOME

\$92,377

EDUCATION

67% Bachelors Degree or Higher

AGE

32% Adults 18-49

43% Adults 25-54

55 Median Age

HOME OWNERSHIP

81%

AUDIENCE COMPOSITION

9% African-American

7% Hispanic

