



## Viewer Profile

### Age

18 – 34	17%
35 – 54	35%
55+	48%

### Gender

Male	52%
Female	48%

### Education

Attended College	43%
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### Household Income

\$75K+	37%
\$50K - \$74,999	17%
\$30K - \$49,999	18%

### Home Ownership

Own Home	74%
Rent Home	25%

### Presence of Children

1+ Child in HH	28%
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Median Age . . . . . 53.9

Median of Household Income . . . . 56.0

CNBC is the recognized global leader in business news, providing real-time financial market coverage and business information. CNBC's mission is to report on events that affect our global economy. 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. In Primetime, CNBC delivers smart entertainment and an alternative perspective of the day's news.

## Programming Highlights

- Dog Show
- Marijuana USA
- The Suze Orman Show
- Investing in America
- Biography on CNBC
- The Pixar Story
- Crime Inc.
- Cruise Inc.
- American Greed
- CNBC Titans



The Suze Orman Show



Marijuana USA



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.