

Viewer Profile

Age

18 – 34	15%
35 – 54	34%
55+	52%

Gender

Male	50%
Female	50%

Education

Attended College	43%
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Household Income

\$75K+	37%
\$50K - \$74,999	16%
\$30K - \$49,999	20%

Home Ownership

Own Home	73%
Rent Home	25%

Presence of Children

1+ Child in HH	29%
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Median Age 55.7

Median of Household Income 54.2



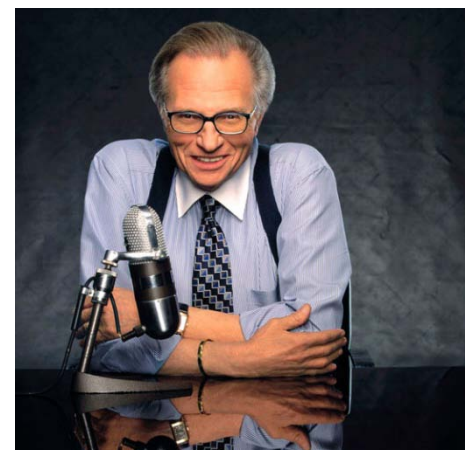
Every day, every night, everywhere, viewers depend on CNN - for its unparalleled coverage of breaking news and dynamic blend of debate and in-depth analysis. With more worldwide bureaus than any other news operation, CNN's respected family of journalists are uniquely positioned to put viewers in the center of the day's biggest stories, whenever & wherever they happen. This is CNN - the most trusted name in news.

Programming Highlights

- State of the Union
- Anderson Cooper 360
- Larry King Live
- The Situation Room
- CNN Newsroom
- Sanjay Gupta Reports
- CNN Heroes
- Soldier's Story
- CNN Cover Story
- What the Week



Anderson Cooper 360



Larry King Live



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.