



Viewer Profile

Age

18 – 34	15%
35 – 54	34%
55+	51%

Gender

Male	50%
Female	50%

Education

Attended College	44%
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Household Income

\$75K+	35%
\$50K - \$74,999	17%
\$30K - \$49,999	20%

Home Ownership

Own Home	75%
Rent Home	22%

Presence of Children

1+ Child in HH	29%
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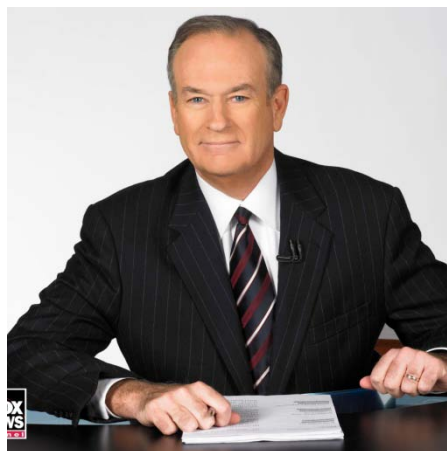
Median Age 55.3

Median of Household Income 53.4

The FOX News Channel is a 24-hour general news service devoted to delivering fair and balanced coverage of the day's events. Weekdays FNC offers 17 hours of live programming, including one-hour programs in the evenings that take an in-depth look at the day's events and feature newsmaker interviews. 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.

Programming Highlights

- The O'Reilly Factor
- Hannity
- On the Record with Greta
- Huckabee with Mike Huckabee
- The Fox Report
- Fox News Sunday
- Geraldo at Large
- Glenn Beck
- War Stories
- Fox and Friends



O'Reilly Factor



Fox & Friends



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.