

## Viewer Profile

### Age

18 – 34	20%
35 – 54	40%
55+	41%

### Gender

Male	46%
Female	54%

### Education

Attended College	43%
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### Household Income

\$75K+	32%
\$50K - \$74,999	17%
\$30K - \$49,999	25%

### Home Ownership

Own Home	70%
Rent Home	29%

### Presence of Children

1+ Child in HH	33%
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Median Age . . . . . 50.7

Median of Household Income . . . . 49.7



HLN focuses on news that hits home and elevates local stories of national value and national news stories with high-profile people center stage. HLN stories are relevant and relatable. From waking up with Robin Meade, to recapping the day with Nancy Grace and Joy Behar, you will be sure to have watched the most relevant news for the day. Dr. Drew Pinsky, a practicing physician and specialist in addiction to medicine adds his perspective as he discusses some of the most taboo and current stories from people that are making headlines.

## Programming Highlights

- Nancy Grace
- The Joy Behar Show
- HLN Local Edition
- Issues w/ Jane Velez-Mitchell
- Morning Express w/ Robin Meade



Nancy Grace



The Joy Behar Show



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.