



## Viewer Profile

### Age

18 – 34	17%
35 – 54	33%
55+	50%

### Gender

Male	51%
Female	49%

### Education

Attended College	43%
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### Household Income

\$75K+	37%
\$50K - \$74,999	17%
\$30K - \$49,999	20%

### Home Ownership

Own Home	70%
Rent Home	28%

### Presence of Children

1+ Child in HH	26%
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Median Age . . . . . 55.1

Median of Household Income . . . . 55.2

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## Programming Highlights

- The Rachel Maddow Show
- Countdown with K. Olbermann
- The Last Word with L. O'Donnell
- The Ed Show
- Hardball with Chris Matthews
- msnbc TV
- The Dylan Ratigan Show
- Your Business
- Morning Joe
- msnbc Live



The Rachel Maddow Show



Countdown with Keith Olbermann



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.