

Network Details



A sophisticated 24-hour business and financial news channel. Bloomberg Television delivers power tools for power players and serious investors via 10 networks in seven languages, reaching over 200 million homes around the world.

Age

18 – 34 24%
35 – 54 56%
55+ 20%

Gender

Men 61%
Female 39%

Education

College Graduate +35%
Attended College 37%

Household Income

\$75K + 34%
\$50K - \$74,999 45%
\$30K - \$49,999 21%

Home Ownership

Own Home 75%
Rent Home 25%

Presence of Children

Households with Children 37%

Median Age 48

Median Household Income \$64,210