

## Network Details



CNBC is the recognized global leader in business news, providing real-time financial market coverage and business information. CNBC follows the markets and airs live, comprehensive finance news and analysis that includes market trends, politics, the economy, and personal finances.

### Age

18-34 27%

35-54 42%

55+ 30%

### Gender

Men 52%

Women 48%

### Education

College Grad + 32%

Attended College 31%

### Household Income

\$75K + 41%

\$50K – \$74,999 23%

\$30K – \$49,999 18%

### Home Ownership

Own Home 78%

Rent Home 21%

### Presence of Children

1 + Child in Household 40%

Median Age 46

Median Household Income \$65,000