

## VIEWER PROFILE



### GENDER

Male: **61%**  
Female: **39%**



### HOUSEHOLD INCOME

\$100K+: 33%  
\$75K - \$99,999: 11%  
\$50K - \$74,999: 25%  
\$30K - \$49,999: 21%



### EDUCATION

Graduated College: 41%  
Some College: 75%



### HOME OWNERSHIP

Own Home: 88%  
Rent: 11%



### AGE

18 - 34: 2%  
35 - 54: 14%  
55+: 855%



### PRESENCE OF CHILDREN

1+ Child in HH: 8%

Source: Nielsen Npower. Calendar Year 2017. Viewership Demographics by percentage of impressions on Network: Fox Business

## FEATURED PROGRAMS

- After the Bell
- FBN:am
- Cavuto Coast to Coast
- Strange Inheritance
- Lou Dobbs Tonight
- Making Money with Charles Payne
- Varney & Co.
- Kennedy

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



Every news story has a business angle. Whether it's a natural disaster, domestic crisis, or an international event, FOX Business Network provides you with the business news behind the story and how it affects your life. FOX Business Network identifies with you and is the lifeblood to making smarter financial decisions. It's about demystifying the market and bringing everyday success to main street.