

VIEWER PROFILE



TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:

Power Elite	178 or 78% more likely to watch (than the general population)
Flourishing Families	135 or 35% more likely to watch
Booming With Confidence	159 or 59% more likely to watch



GENDER

Male:	61%
Female:	39%



HOME OWNERSHIP

Own Home:	74%
Rent:	24%



HOUSEHOLD INCOME

\$100K+:	38%
\$75K - \$99,999:	15%
\$50K - \$74,999:	16%
\$30K - \$49,999:	18%



AGE

18 – 34:	14%
35 – 54:	28%
55+:	58%



EDUCATION

Graduated College:	36%
Some College:	35%



PRESENCE OF CHILDREN

1+ Child in HH:	23%
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MARITAL STATUS

Single (Never Married):	21%
Married:	58%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: CNBC. *Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

FEATURED PROGRAMS

- The Profit
- Listing Impossible
- The Deed: Chicago
- Jay Leno's Garage
- American Greed
- Streets of Dreams
- Five Day Biz Fix
- Squawk Box
- Power Lunch

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



CNBC is the leading global brand in business news and analysis, providing real-time financial market coverage in more than 100 countries. As the recognized world leader in Business News, CNBC empowers viewers with real-time actionable insights that has the power to move markets.