

VIEWER PROFILE



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

Power Elite	146 or 46% more likely to watch (than the general population)
Booming With Confidence	135 or 35% more likely to watch
Young City Solos	132 or 32% more likely to watch



GENDER

Male:	53%
Female:	47%



HOME OWNERSHIP

Own Home:	69%
Rent:	29%



HOUSEHOLD INCOME

\$100K+:	35%
\$75K - \$99,999:	16%
\$50K - \$74,999:	15%
\$30K - \$49,999:	20%



AGE

18 – 34:	18%
35 – 54:	31%
55+:	51%



EDUCATION

Graduated College:	36%
Some College:	32%



PRESENCE OF CHILDREN

1+ Child in HH:	27%
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MARITAL STATUS

Single (Never Married):	26%
Married:	54%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: CNN. *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 Situation Room
- Anderson Cooper 360
- United Shades of America
- This is Life with Lisa Ling
- Stanley Tucci: Searching For Italy
- Declassified
- State of the Union
- The Lead with Jake Tapper
- Cuomo Prime Time

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



CNN, the leading 24-hour news and information cable television network and the flagship of all CNN news brands, invented 24-hour television news.