

VIEWER PROFILE



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

Family Union	258 or 158% more likely to watch (than the general population)
Significant Singles	185 or 85% more likely to watch
Cultural Connections	430 or 330% more likely to watch



GENDER

Male:	52%
Female:	48%



HOME OWNERSHIP

Own Home:	42%
Rent:	54%



HOUSEHOLD INCOME

\$100K+:	12%
\$75K - \$99,999:	9%
\$50K - \$74,999:	15%
\$30K - \$49,999:	39%



AGE

18 – 34:	17%
35 – 54:	47%
55+:	36%



EDUCATION

Graduated College:	15%
Some College:	19%



PRESENCE OF CHILDREN

1+ Child in HH:	51%
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MARITAL STATUS

Single (Never Married):	22%
Married:	62%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: CNN en Español. *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

- Panorama Mundial
- Encuentro
- Camilo
- Café CNN
- Directo USA
- CNN Dinero
- Showbiz
- Deportes CNN
- Aristegui

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



CNN en Español. CNN's first independently produced 24-hour network in Spanish, provides continuous news coverage of major world events, live breaking coverage supported by context and in-depth analysis, worldwide business and financial news, global weather updates, sports and feature programming on such topics as health, technology and entertainment.