

VIEWER PROFILE



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

Booming With Confidence/Golden Year Guardians	153 or 53% more likely to watch (than the general population)
Power Elite	154 or 54% more likely to watch
Thriving Boomers	125 or 25% more likely to watch



GENDER

Male:	69%
Female:	31%



HOME OWNERSHIP

Own Home:	81%
Rent:	17%



HOUSEHOLD INCOME

\$100K+:	36%
\$75K - \$99,999:	17%
\$50K - \$74,999:	17%
\$30K - \$49,999:	17%



AGE

18 – 34:	11%
35 – 54:	24%
55+:	65%



EDUCATION

Graduated College:	31%
Some College:	35%



PRESENCE OF CHILDREN

1+ Child in HH:	19%
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MARITAL STATUS

Single (Never Married):	17%
Married:	64%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: Fox Business Network. *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

- After the Bell
- Varney & Company
- Cavuto Coast to Coast
- Strange Inheritance
- Kudlow
- Mornings with Maria
- Bulls & Bears
- Kennedy
- WSJ at Large

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.