

VIEWER PROFILE



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

Booming With Confidence	129 or 29% more likely to watch (than the general population)
Autumn Years	132 or 32% more likely to watch
Golden Year Guardians	147 or 47% more likely to watch



GENDER

Male:	57%
Female:	43%



HOME OWNERSHIP

Own Home:	77%
Rent:	20%



HOUSEHOLD INCOME

\$100K+:	31%
\$75K - \$99,999:	16%
\$50K - \$74,999:	17%
\$30K - \$49,999:	21%



AGE

18 – 34:	13%
35 – 54:	27%
55+:	60%



EDUCATION

Graduated College:	26%
Some College:	35%



PRESENCE OF CHILDREN

1+ Child in HH:	23%
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MARITAL STATUS

Single (Never Married):	18%
Married:	61%

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

- Hannity
- Tucker Carlson Tonight
- Special Report with Brett Baier
- The Five
- Outnumbered
- FOX & Friends
- America's Newsroom
- The Ingraham Angle
- Your World with Neil Cavuto

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



The Fox News Channel is a 24-hour general news service devoted to delivering fair and balanced coverage of the day's events. As America's #1 news network on cable, FNC offers live programming, including one-hour programs in the evenings that take an in-depth look at the day's events and feature newsmaker interviews. FOX News Channel provides viewers with live news updates, every hour.