

VIEWER PROFILE



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

Power Elite	154 or 54% more likely to watch (than the general population)
Booming With Confidence	164 or 64% more likely to watch
Golden Year Guardians	131 or 31% more likely to watch



GENDER

Male:	54%
Female:	46%



HOME OWNERSHIP

Own Home:	74%
Rent:	24%



HOUSEHOLD INCOME

\$100K+:	34%
\$75K - \$99,999:	16%
\$50K - \$74,999:	16%
\$30K - \$49,999:	20%



AGE

18 – 34:	12%
35 – 54:	25%
55+:	63%



EDUCATION

Graduated College:	38%
Some College:	34%



PRESENCE OF CHILDREN

1+ Child in HH:	19%
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MARITAL STATUS

Single (Never Married):	22%
Married:	56%

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

- Rachel Maddow
- Morning Joe
- The Reidout
- The Last Word
- All In
- Deadline: WH
- 11th Hour
- The Beat
- MTP Daily

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



MSNBC is the premier destination for breaking news and in-depth analysis of the headlines through commentary and informed perspectives. MSNBC is the home for depth-seeking news consumers. They are savvy and discerning, leaning into stories that matter, and seeking content that's as smart as they are.