

VIEWER
PROFILE



GENDER

Male: **53.9%**
Female: **46.1%**



HOUSEHOLD INCOME

\$100K+: **27.3%**
\$75K - \$99,999: **15.3%**
\$50K - \$74,999: **16.5%**
\$30K - \$49,999: **23.6%**



EDUCATION

Graduated College: **32.5%**
Some College: **32.1%**



HOME OWNERSHIP

Own Home: **70.3%**
Rent: **26.6%**



AGE

18 – 34: **19.6%**
35 – 54: **32.7%**
55+: **47.7%**



PRESENCE OF CHILDREN

1+ Child in HH: **28.7%**



MARITAL STATUS

Single (Never Married): **25.4%**
Married: **53.8%**

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: CNN.

FEATURED
PROGRAMS

- The Situation Room
- Anderson Cooper 360
- New Day
- This is Life with Lisa Ling
- The Hunt with John Walsh
- Anthony Bourdain: Parts Unknown
- United Shades of America
- Death Row Stories

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.

VIEWER PROFILE



AGE

18 – 34: **30.7%**
 35 – 64: **57.6%**
 65+: **9.8%**



HOUSEHOLD INCOME

\$25K - \$39,999: **8.9%**
 \$40K - \$74,999: **20.0%**
 \$75K+: **64.7%**



GENDER

Male: **54.0%**
 Female: **46.0%**



PRESENCE OF CHILDREN

1 or more in HH: **40.1%**

Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

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Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.
 Ability to view these or any shows may be limited to specific time frames as determined by the network and may be contingent on user having a cable provider login.



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