

VIEWER PROFILE



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

Power Elite	134 or 34% more likely to watch (than the general population)
Booming With Confidence	130 or 30% more likely to watch
Young City Solos	127 or 27% more likely to watch



GENDER

Male:	54%
Female:	46%



HOME OWNERSHIP

Own Home:	67%
Rent:	30%



HOUSEHOLD INCOME

\$100K+:	33%
\$75K - \$99,999:	15%
\$50K - \$74,999:	16%
\$30K - \$49,999:	21%



AGE

18 - 34:	20%
35 - 54:	31%
55+:	49%



EDUCATION

Graduated College:	35%
Some College:	31%



PRESENCE OF CHILDREN

1+ Child in HH:	28%
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MARITAL STATUS

Single (Never Married):	27%
Married:	53%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: CNN. *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

- The Situation Room
- Anderson Cooper 360
- United Shades of America
- This is Life with Lisa Ling
- Race for the White House
- Declassified
- United Shades of America
- The Lead with Jake Tapper
- Cuomo Prime Time

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 for their DIGITAL PROPERTY



AGE:

18 – 34:	29%
35 – 64:	59%
65+:	11%



GENDER

Male:	53%
Female:	47%



HOUSEHOLD INCOME

\$25K – \$99,999:	8%
\$40K–\$74,999:	25%
\$75K+	61%



CHILDREN

1 or more in HH:	39%
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience July 2018

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