

## Network Details



In today's media-converged environment, consumers demand comprehensive, up-to-the-minute news delivery and the ability to access information through a seamless array of formats. MSNBC has become the preferred destination for today's "news users" by leveraging the power of the NBC brand and the technology of Microsoft to provide superior news, information, and entertainment when and how they want it.

### Age

18-34 27%

35-54 42%

55+ 31%

### Gender

Men 56%

Women 44%

### Education

College Grad + 33%

Attended College 30%

### Household Income

\$75K + 41%

\$50K – \$74,999 23%

\$30K – \$49,999 19%

### Home Ownership

Own Home 77%

Rent Home 22%

### Presence of Children

1 + Child in Household 39%

Median Age 46

Median Household Income \$65,000