

Viewer Profile

Age

18 – 34	14.1%
25 – 54	48.6%
55+	45.8%

Gender

Male	54.1%
Female	45.9%

Education

Attended College	46.1%
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Household Income

\$50K - \$74,999	16.6%
\$75K - \$99,999	15.7%
\$100k+	27.2%

Home Ownership

Own Home	77.2%
Market Value \$250K+	20.7%

Presence of Children

1+ Child in HH	32.1%
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Race

White	72.6%
Black	23.0%

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Programming Highlights

- Happening Now
- Fox & Friends
- Special Report
- The Five
- O'Reilly Factor
- Huckabee
- Kelly File
- Hannity



Happening Now

Source: Scarborough Data, Atlanta DMA, Aug12-Jul13. Cable Networks watched Past 7 Days: FXNC-TV. Scarborough Data & Reports are protected under the federal Copyright Act and are the registered intellectual property of Scarborough Research & Arbitron, Inc. Any use of the Scarborough Data is subject to all limitations and qualifications contained in the Report.