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Network Profile

Lean Forward. Dedicated to advancing the issues that move America forward, msnbc is the destination for progress with fresh, fact-based analysis of daily headlines, insightful political commentary and a solution-oriented perspective. Msnbc offers a full schedule of live news coverage, world-class reporting, insightful political opinion and award-winning documentary programming - 24 hours a day, 7 days a week. Msnbc's home on the internet is msnbc.com. Drawing on its award-winning original journalism and trusted sources, msnbc.com delivers diverse and compelling content designed to invite consumers into the American conversation.

Age Groups

A 18-34	19%
A 35-54	31%
A 55+	46%
Median Age	54

Household Income

\$75K+	45%
\$50K - \$74,999	15%
\$30K - \$49,999	15%
Median Income	\$67K

Education

Attended College	45%
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Presence of Children

1+ child HH	25%
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Home Ownership

Own Home	71%
Rent Home	25%

Gender

Male	52%
Female	48%