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## **Network Profile**

**CNBC is the leading global brand in business news and analysis, providing real-time financial market coverage in more than 100 countries. As the recognized world leader in Business News, CNBC empowers viewers with real-time actionable insights that has the power to move markets.**

### **Profession**

12+ Trades / Year	<b>76%</b>
3+ Trades / Month	<b>46%</b>
VP Title or Higher	<b>41%</b>
Financial Professional	<b>54%</b>

### **Age Groups**

Median Age	<b>54</b>
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### **Household Income**

Median Income	<b>\$153K</b>
\$2M+ Net Worth	<b>43%</b>

### **Gender**

Male	<b>21%</b>
Female	<b>79%</b>

### **Featured Programs**

Mad Money w/Jim Cramer	American Greed	Shark Tank
Fast Money	Squawk Box	Squawk On The Street
The Exchange	Super Heists	Closing Bell