# Q2 2007 versus Year-Ago

| | | Persons 2+ | | | Persons 25-54 | | |
|---|---|---|---|---|---|---|---|
| | | Q2-07 | Q2-06 | %Chg | Q2-07 | Q2-06 | %Chg |
| **Total Day (M-Su)** | | | | | | | |
| CNN | Total Day | 472 | 425 | 11% | 169 | 141 | 20% |
| FXNC | Total Day | 816 | 775 | 5% | 245 | 208 | 18% |
| MSNBC | Total Day | 297 | 234 | 27% | 124 | 93 | 33% |
| CNBC | Total Day | 197 | 177 | 11% | 71 | 62 | 15% |
| HLN | Total Day | 245 | 200 | 23% | 106 | 83 | 28% |
| **Prime (M-Su)** | | | | | | | |
| CNN | Prime | 762 | 700 | 9% | 244 | 178 | 37% |
| FXNC | Prime | 1476 | 1381 | 7% | 352 | 294 | 20% |
| MSNBC | Prime | 477 | 344 | 39% | 185 | 135 | 37% |
| CNBC | Prime | 221 | 164 | 35% | 83 | 79 | 5% |
| HLN | Prime | 386 | 310 | 25% | 145 | 108 | 34% |
| **Prime (M-F)** | | | | | | | |
| CNN | Prime | 824 | 796 | 4% | 264 | 195 | 35% |
| FXNC | Prime | 1722 | 1635 | 5% | 413 | 349 | 18% |
| MSNBC | Prime | 523 | 349 | 50% | 199 | 133 | 50% |
| CNBC | Prime | 234 | 177 | 32% | 88 | 87 | 1% |
| HLN | Prime | 441 | 356 | 24% | 165 | 122 | 35% |
| **Morning Programs** | | | | | | | |
| CNN | Am Morning (6-9a) | 395 | 367 | 8% | 154 | 156 | -1% |
| FXNC | Fox & Friends (6-9a) | 759 | 735 | 3% | 321 | 279 | 15% |
| MSNBC | MSNBC Live (6-9a) | 211 | 303 | -30% | 79 | 112 | -29% |
| CNBC | Squawk Box (6-9a) | 139 | 119 | 17% | 53 | 37 | 43% |
| HLN | Robin & Co. (6-10a) | 203 | 184 | 10% | 106 | 92 | 15% |
| **3pm Hour** | | | | | | | |
| CNN | CNN Newsroom | 494 | 385 | 28% | 155 | 109 | 42% |
| FXNC | Studio B | 901 | 863 | 4% | 215 | 207 | 4% |
| MSNBC | MSNBC Live | 256 | 165 | 55% | 95 | 60 | 58% |
| CNBC | Closing Bell | 286 | 285 | 0% | 88 | 65 | 35% |
| HLN | HLN News | 206 | 171 | 20% | 72 | 60 | 20% |
| **4pm Hour** | | | | | | | |
| CNN | Situation Room | 591 | 504 | 17% | 177 | 133 | 33% |
| FXNC | Your World | 893 | 796 | 12% | 207 | 188 | 10% |
| MSNBC | Tucker | 277 | 217 | 28% | 91 | 78 | 17% |
| CNBC | Closing Bell | 266 | 306 | -13% | 78 | 65 | 20% |
| HLN | HLN News | 199 | 174 | 14% | 74 | 63 | 17% |
| **5pm Hour** | | | | | | | |
| CNN | Situation Room | 611 | 536 | 14% | 177 | 151 | 17% |
| FXNC | Big Story | 952 | 897 | 6% | 212 | 181 | 17% |
| MSNBC | Hardball | 398 | 308 | 29% | 129 | 102 | 26% |
| CNBC | Kudlow & Co. | 274 | 259 | 6% | 74 | 68 | 9% |
| HLN | HLN News/Prime Nws | 194 | 161 | 20% | 67 | 65 | 3% |

| | | Persons 2+ | | | Persons 25-54 | | |
|---|---|---|---|---|---|---|---|
| | | Q2-07 | Q2-06 | %Chg | Q2-07 | Q2-06 | %Chg |
| **6pm Hour** | | | | | | | |
| CNN | Lou Dobbs | 863 | 793 | 9% | 239 | 201 | 19% |
| FXNC | Sp Rpt Hume | 1188 | 1200 | -1% | 272 | 240 | 13% |
| MSNBC | Tucker | 233 | 255 | -9% | 83 | 92 | -10% |
| CNBC | Mad Money | 194 | 228 | -15% | 62 | 94 | -34% |
| HLN | Prime News w/Hill | 229 | 164 | 40% | 89 | 72 | 24% |
| **7pm Hour** | | | | | | | |
| CNN | Situation Room | 640 | 604 | 6% | 220 | 179 | 23% |
| FXNC | Fox Rpt Smith | 1263 | 1227 | 3% | 303 | 284 | 7% |
| MSNBC | Hardball | 389 | 391 | -1% | 132 | 133 | -1% |
| CNBC | On the Money | 148 | 141 | 5% | 45 | 71 | -37% |
| HLN | Glenn Beck | 286 | 159 | 80% | 110 | 82 | 34% |
| **8pm Hour** | | | | | | | |
| CNN | Paula Zahn Now | 560 | 589 | -5% | 191 | 148 | 29% |
| FXNC | O'Reilly Factor | 2236 | 2091 | 7% | 465 | 402 | 16% |
| MSNBC | Countdown | 682 | 409 | 67% | 230 | 155 | 48% |
| CNBC | Fast Money | 145 | 269 | -46% | 57 | 131 | -56% |
| HLN | Nancy Grace | 585 | 508 | 15% | 191 | 143 | 34% |
| **9pm Hour** | | | | | | | |
| CNN | Larry King Live | 1060 | 1046 | 1% | 295 | 212 | 39% |
| FXNC | Hannity & Colmes | 1540 | 1496 | 3% | 381 | 339 | 12% |
| MSNBC | Scarborough | 456 | 337 | 35% | 158 | 110 | 44% |
| CNBC | Various | 382 | 135 | 183% | 129 | 66 | 95% |
| HLN | Glenn Beck | 331 | 311 | 6% | 118 | 105 | 12% |
| **10pm Hour** | | | | | | | |
| CNN | AC360 | 815 | 738 | 10% | 291 | 220 | 32% |
| FXNC | On the Record | 1372 | 1333 | 3% | 387 | 309 | 25% |
| MSNBC | MSNBC Docs | 377 | 265 | 42% | 181 | 99 | 83% |
| CNBC | Big Idea | 160 | 128 | 25% | 73 | 64 | 14% |
| HLN | Nancy Grace | 406 | 316 | 28% | 186 | 131 | 42% |
| **11pm Hour** | | | | | | | |
| CNN | AC360 | 499 | 476 | 5% | 219 | 192 | 14% |
| FXNC | O'Reilly Factor | 1133 | 1035 | 9% | 376 | 293 | 28% |
| MSNBC | MSNBC Docs | 385 | 217 | 77% | 196 | 90 | 118% |
| CNBC | Mad Money | 89 | 201 | -56% | 41 | 107 | -62% |
| HLN | Showbiz Tonight | 336 | 189 | 78% | 166 | 96 | 73% |
| **10pm-12m Block** | | | | | | | |
| CNN | AC360 | 656 | 607 | 8% | 254 | 206 | 23% |
| FXNC | On the Rec/O'Reilly | 1259 | 1184 | 6% | 385 | 301 | 28% |
| MSNBC | MSNBC Docs | 381 | 241 | 58% | 188 | 97 | 94% |
| CNBC | Big Idea/Mad Money | 122 | 171 | -29% | 56 | 89 | -37% |
| HLN | NG/Showbiz | 371 | 252 | 47% | 176 | 113 | 56% |