

# April 2007 versus Year-Ago

Persons 2+		
Apr07	Apr06	%Chg

Persons 25-54		
Apr07	Apr06	%Chg

Persons 2+		
Apr07	Apr06	%Chg

Persons 25-54		
Apr07	Apr06	%Chg

## Total Day (M-Su)

CNN Total Day	530	423	25%
FXNC Total Day	883	789	12%
MSNBC Total Day	334	249	34%
CNBC Total Day	205	187	10%
HLN Total Day	255	216	18%

CNN Total Day	199	135	47%
FXNC Total Day	270	208	30%
MSNBC Total Day	140	97	44%
CNBC Total Day	77	65	18%
HLN Total Day	113	84	35%

## Prime (M-Su)

CNN Prime	819	701	17%
FXNC Prime	1597	1440	11%
MSNBC Prime	513	371	38%
CNBC Prime	220	180	22%
HLN Prime	376	360	4%

CNN Prime	274	172	59%
FXNC Prime	387	317	22%
MSNBC Prime	208	144	44%
CNBC Prime	88	88	0%
HLN Prime	143	115	24%

## Prime (M-F)

CNN Prime	937	793	18%
FXNC Prime	1894	1702	11%
MSNBC Prime	586	383	53%
CNBC Prime	237	191	24%
HLN Prime	431	417	3%

CNN Prime	315	184	71%
FXNC Prime	462	376	23%
MSNBC Prime	233	145	61%
CNBC Prime	95	95	0%
HLN Prime	165	135	22%

## Morning Programs

CNN Am Morning (6-9a)	416	358	16%
FXNC Fox & Friends (6-9a)	759	701	8%
MSNBC Imus/MSNBC Live (6-9a)	311	313	-1%
CNBC Squawk Box (6-10a)	150	118	27%
HLN Robin & Co. (6-10a)	211	194	9%

CNN Am Morning (6-9a)	174	144	21%
FXNC Fox & Friends (6-9a)	310	260	19%
MSNBC Imus/MSNBC Live (6-9a)	122	109	12%
CNBC Squawk Box (6-10a)	67	41	63%
HLN Robin & Co. (6-10a)	125	92	36%

## 3pm Hour

CNN CNN Newsroom	629	368	71%
FXNC Studio B	1025	848	21%
MSNBC MSNBC Live	312	165	89%
CNBC Closing Bell	284	298	-5%
HLN HLN News	244	192	27%

CNN CNN Newsroom	195	104	88%
FXNC Studio B	247	202	22%
MSNBC MSNBC Live	116	60	93%
CNBC Closing Bell	92	64	44%
HLN HLN News	85	60	42%

## 4pm Hour

CNN Situation Room	775	517	50%
FXNC Your World	1056	779	36%
MSNBC Tucker	323	229	41%
CNBC Closing Bell	269	321	-16%
HLN HLN News	243	184	32%

CNN Situation Room	234	132	77%
FXNC Your World	251	188	34%
MSNBC Tucker	110	75	47%
CNBC Closing Bell	88	65	35%
HLN HLN News	90	61	48%

## 5pm Hour

CNN Situation Room	746	543	37%
FXNC Big Story	1098	898	22%
MSNBC Hardball	448	319	40%
CNBC Kudlow & Co.	284	267	6%
HLN HLN News	207	162	28%

CNN Situation Room	221	153	44%
FXNC Big Story	258	181	43%
MSNBC Hardball	144	105	37%
CNBC Kudlow & Co.	76	64	19%
HLN HLN News	76	63	21%

## 6pm Hour

CNN Lou Dobbs	988	817	21%
FXNC Sp Rpt Hume	1368	1212	13%
MSNBC Tucker	285	283	1%
CNBC Mad Money	209	242	-14%
HLN Prime News w/Hill	253	150	69%

CNN Lou Dobbs	988	817	21%
FXNC Sp Rpt Hume	1368	1212	13%
MSNBC Tucker	285	283	1%
CNBC Mad Money	209	242	-14%
HLN Prime News w/Hill	253	150	69%

CNN Lou Dobbs	289	211	37%
FXNC Sp Rpt Hume	332	234	42%
MSNBC Tucker	105	108	-3%
CNBC Mad Money	63	85	-26%
HLN Prime News w/Hill	101	62	63%

## 7pm Hour

CNN Situation Room	784	652	20%
FXNC Fox Rpt Smith	1438	1272	13%
MSNBC Hardball	477	437	9%
CNBC On the Money	149	158	-6%
HLN Glenn Beck	304	160	90%

CNN Situation Room	784	652	20%
FXNC Fox Rpt Smith	1438	1272	13%
MSNBC Hardball	477	437	9%
CNBC On the Money	149	158	-6%
HLN Glenn Beck	304	160	90%

CNN Situation Room	286	196	46%
FXNC Fox Rpt Smith	375	284	32%
MSNBC Hardball	166	153	8%
CNBC On the Money	37	77	-52%
HLN Glenn Beck	122	75	63%

## 8pm Hour

CNN Paula Zahn Now	725	605	20%
FXNC O'Reilly Factor	2496	2102	19%
MSNBC Countdown	755	452	67%
CNBC Fast Money	137	311	-56%
HLN Nancy Grace	570	580	-2%

CNN Paula Zahn Now	725	605	20%
FXNC O'Reilly Factor	2496	2102	19%
MSNBC Countdown	755	452	67%
CNBC Fast Money	137	311	-56%
HLN Nancy Grace	570	580	-2%

CNN Paula Zahn Now	260	148	76%
FXNC O'Reilly Factor	525	412	27%
MSNBC Countdown	271	169	60%
CNBC Fast Money	52	157	-67%
HLN Nancy Grace	190	161	18%

## 9pm Hour

CNN Larry King Live	1082	1074	1%
FXNC Hannity & Colmes	1651	1572	5%
MSNBC Scarborough	540	366	48%
CNBC Various	400	127	215%
HLN Glenn Beck	328	312	5%

CNN Larry King Live	1082	1074	1%
FXNC Hannity & Colmes	1651	1572	5%
MSNBC Scarborough	540	366	48%
CNBC Various	400	127	215%
HLN Glenn Beck	328	312	5%

CNN Larry King Live	308	207	49%
FXNC Hannity & Colmes	420	375	12%
MSNBC Scarborough	208	120	73%
CNBC Various	152	61	149%
HLN Glenn Beck	120	105	14%

## 10pm Hour

CNN AC360	980	701	40%
FXNC On the Record	1559	1434	9%
MSNBC MSNBC Docs	375	312	20%
CNBC Big Idea	169	133	27%
HLN Nancy Grace	395	361	9%

CNN AC360	980	701	40%
FXNC On the Record	1559	1434	9%
MSNBC MSNBC Docs	375	312	20%
CNBC Big Idea	169	133	27%
HLN Nancy Grace	395	361	9%

CNN AC360	363	198	83%
FXNC On the Record	447	341	31%
MSNBC MSNBC Docs	175	116	51%
CNBC Big Idea	80	68	18%
HLN Nancy Grace	185	140	32%

## 11pm Hour

CNN AC360	617	424	46%
FXNC O'Reilly Factor	1243	1075	16%
MSNBC MSNBC Docs	403	227	78%
CNBC Mad Money	100	240	-58%
HLN Showbiz Tonight	341	186	83%

CNN AC360	617	424	46%
FXNC O'Reilly Factor	1243	1075	16%
MSNBC MSNBC Docs	403	227	78%
CNBC Mad Money	100	240	-58%
HLN Showbiz Tonight	341	186	83%

CNN AC360	289	170	70%
FXNC O'Reilly Factor	434	302	44%
MSNBC MSNBC Docs	199	87	129%
CNBC Mad Money	43	123	-65%
HLN Showbiz Tonight	165	92	79%

## 10pm-12m Block

CNN AC360	799	563	42%
FXNC On the Rec/O'Reilly	1431	1254	14%
MSNBC MSNBC Docs	382	265	44%
CNBC Big Idea/Mad Money	134	186	-28%
HLN NG/Showbiz	368	274	34%

CNN AC360	799	563	42%
FXNC On the Rec/O'Reilly	1431	1254	14%
MSNBC MSNBC Docs	382	265	44%
CNBC Big Idea/Mad Money	134	186	-28%
HLN NG/Showbiz	368	274	34%

CNN AC360	326	184	77%
FXNC On the Rec/O'Reilly	454	321	41%
MSNBC MSNBC Docs	184	100	84%
CNBC Big Idea/Mad Money	61	95	-36%
HLN NG/Showbiz	175	116	51%