

VIEWER  
**PROFILE**



**GENDER**

Male: **74.8%**  
Female: **25.2%**



**HOUSEHOLD INCOME**

\$100K+: **26.8%**  
\$75K - \$99,999: **15.1%**  
\$50K - \$74,999: **16.5%**  
\$30K - \$49,999: **23.9%**



**EDUCATION**

Graduated College: **27.0%**  
Some College: **32.6%**



**HOME OWNERSHIP**

Own Home: **70.4%**  
Rent: **26.1%**



**AGE**

18 – 34: **24.4%**  
35 – 54: **32.3%**  
55+: **43.3%**



**PRESENCE OF CHILDREN**

1+ Child in HH: **32.3%**



**MARITAL STATUS**

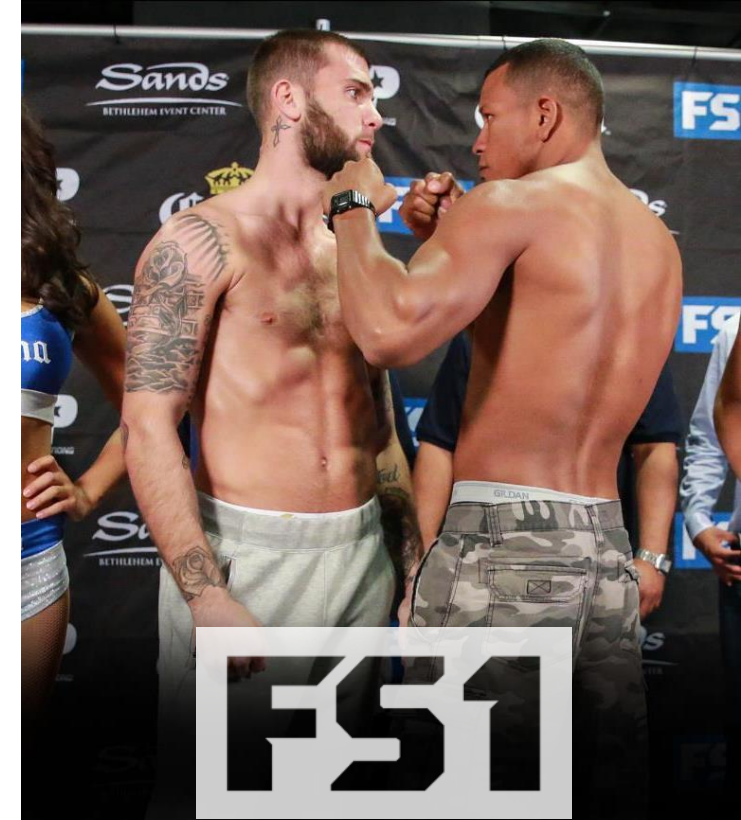
Single (Never Married): **27.2%**  
Married: **56.3%**

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: FOX Sports 1.

FEATURED  
**PROGRAMS**

- The Ultimate Fighter
- FOX Sports Live
- NASCAR
- FOX Football Daily
- Speak for Yourself
- Soccer
- Major League Baseball (MLB)
- Skip and Shannon: Undisputed

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



FS1 is America's national 24-hour multi-sport channel. FS1 boasts live sporting events, news and original programming from college football, college basketball, MLB, NASCAR, UFC, USGA and world class soccer. Plus, FS1 has fans covered with unfiltered and incisive studio shows like UNDISPUTED with Skip Bayless and Shannon Sharp and original programs such as The Ultimate Fighter.

## VIEWER PROFILE



### AGE

18 – 34: .....	<b>33.6%</b>
35 – 64: .....	<b>51.8%</b>
65+: .....	<b>13.1%</b>



### GENDER

Male: .....	<b>75.3%</b>
Female: .....	<b>24.7%</b>



### HOUSEHOLD INCOME

\$25K - \$39,999: .....	<b>8.8%</b>
\$40K - \$74,999: .....	<b>22.4%</b>
\$75K+: .....	<b>61.8%</b>



### PRESENCE OF CHILDREN

1 or more in HH: .....	<b>39.4%</b>
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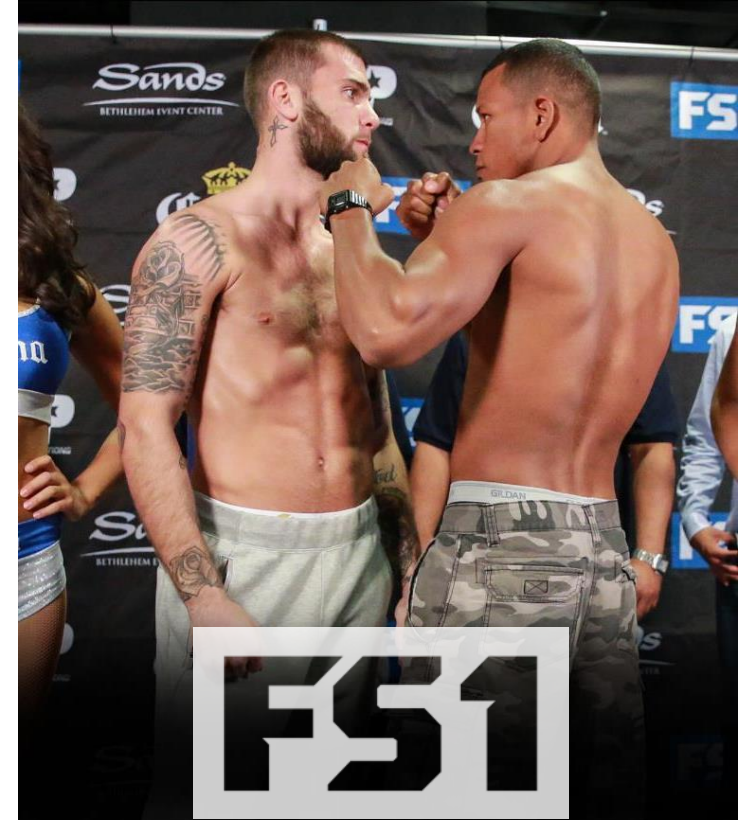
Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

## FEATURED

## PROGRAMS

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