

VIEWER
PROFILE



GENDER

Male:	72.5%
Female:	27.5%



HOUSEHOLD INCOME

\$100K+:	31.6%
\$75K - \$99,999:	15.7%
\$50K - \$74,999:	16.4%
\$30K - \$49,999:	20.6%



EDUCATION

Graduated College:	30.9%
Some College:	30.3%



HOME OWNERSHIP

Own Home:	73.9%
Rent:	23.1%



AGE

18 – 34:	21.0%
35 – 54:	31.4%
55+:	47.6%



PRESENCE OF CHILDREN

1+ Child in HH:	28.3%
-----------------	-------



MARITAL STATUS

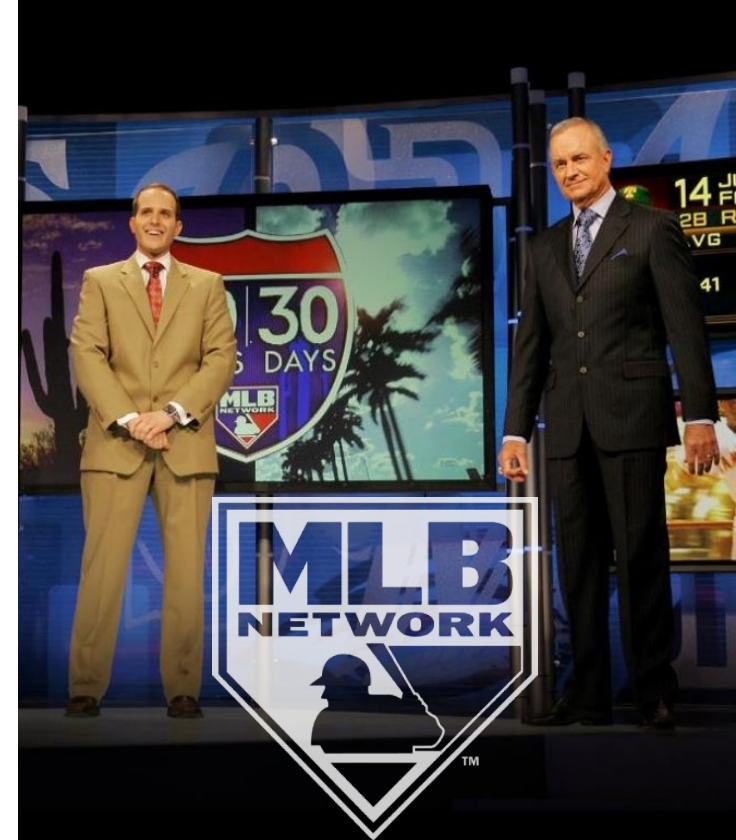
Single (Never Married):	25.6%
Married:	59.3%

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

FEATURED
PROGRAMS

- MLB Central
- MLB Tonight
- Hot Stove
- Intentional Talk
- Quick Pitch
- MLB Network Showcase
- MLB Now
- The Rundown

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



MLB Network is the ultimate television destination for baseball fans, featuring the 5-time Emmy Award-winning MLB Tonight, live regular season and Postseason game telecasts, original programming, highlights and insights from the best in the business, including Bob Costas, Peter Gammons, Jim Kaat, Al Leiter and Harold Reynolds.