

VIEWER
PROFILE



GENDER

Male: 73.0%
Female: 27.0%



HOUSEHOLD INCOME

\$100K+: 29.1%
\$75K - \$99,999: 14.8%
\$50K - \$74,999: 16.4%
\$30K - \$49,999: 23.6%



EDUCATION

Graduated College: 32.4%
Some College: 30.9%



HOME OWNERSHIP

Own Home: 71.1%
Rent: 26.2%



AGE

18 – 34: 24.2%
35 – 54: 29.2%
55+: 46.6%



PRESENCE OF CHILDREN

1+ Child in HH: 26.3%



MARITAL STATUS

Single (Never Married): 27.1%
Married: 56.1%

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

FEATURED
PROGRAMS

- Olympics
- NFL Turning Point
- NHL Games
- The Dan Patrick Show
- Tour de France
- NASCAR America
- Collegiate Games
- Premier League

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



NBC Sports Network, part of the NBC Sports Group, is dedicated to serving passionate sports fans. The network is the cable television home of the Summer and Winter Olympics, National Hockey League (NHL), Major League Soccer (MLS), IndyCar Series, Tour de France and the 34th America's Cup, the Premier League and Formula One.