




VIEWER PROFILE


	TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:	
	Booming With Confidence	131 or 31% more likely to watch (than the general population)
	Promising Families/Flourishing Families	116 or 16% more likely to watch
	Autumn Years	118 or 18% more likely to watch


	GENDER	
	Male:	76%
	Female:	24%


	HOME OWNERSHIP	
	Own Home:	69%
	Rent:	27%

	HOUSEHOLD INCOME	
	\$100K+:	33%
	\$75K - \$99,999:	16%
	\$50K - \$74,999:	17%
	\$30K - \$49,999:	20%

	AGE	
	18 - 34:	23%
	35 - 54:	34%
	55+:	43%

	EDUCATION	
	Graduated College:	30%
	Some College:	33%

	PRESENCE OF CHILDREN	
	1+ Child in HH:	30%

	MARITAL STATUS	
	Single (Never Married):	26%
	Married:	59%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: Fox Sports One. *Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

FEATURED PROGRAMS

- FOX Sports Live
- FOX Football Daily
- First Things First
- The Ultimate Fighter
- Speak for Yourself
- Skip and Shannon: Undisputed
- NASCAR
- Boxing
- MLS, Bundesliga, FIFA

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 college basketball and football, MLB, NASCAR, world-class soccer, UFC and USGA championship events. Plus, FS1 has fans covered with unfiltered and incisive studio shows and original programs.