

VIEWER PROFILE



TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:

Flourishing Families	129 or 29% more likely to watch (than the general population)
Booming With Confidence	142 or 42% more likely to watch
Autumn Years	135 or 35% more likely to watch



GENDER

Male:	76%
Female:	24%



HOME OWNERSHIP

Own Home:	69%
Rent:	27%



HOUSEHOLD INCOME

\$100K+:	34%
\$75K - \$99,999:	17%
\$50K - \$74,999:	17%
\$30K - \$49,999:	20%



AGE

18 - 34:	23%
35 - 54:	31%
55+:	46%



EDUCATION

Graduated College:	34%
Some College:	32%



PRESENCE OF CHILDREN

1+ Child in HH:	25%
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MARITAL STATUS

Single (Never Married):	27%
Married:	57%

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, Ja18-My19, Adults 18+, Cable Networks Watched Past 7 Days: NBC SportsNet. *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

- Summer and Winter Olympics
- The Dan Patrick Show
- Triple Crown & Breeders Cup
- NASCAR & Indy Car
- Tour de France
- Premier League
- NHL Games
- NFL Turning Point
- Lacrosse

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



NBCSN is the home of many of the most prestigious properties in sports as well as college football, college basketball, college hockey, cycling, horse racing surrounding the Triple Crown and Breeders' Cup, Ironman, Premier Lacrosse League, Premiership Rugby, and the Rugby World Cup.