### **VIEWER PROFILE**



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

Power Elite Flourishing Families Suburban Style 135 or 35% more likely to watch (than the general population) 121 or 21% more likely to watch

118 or 18% more likely to watch



### **GENDER**

Male: 76% Female: 24%



### **HOME OWNERSHIP**

Own Home: 70% Rent: 26%



## **HOUSEHOLD INCOME**

\$100K+: 34% \$75K - \$99,999: 16% \$50K - \$74,999: 17% \$30K - \$49,999: 21%



#### **AGE**

18 – 34: **23%** 35 – 54: **31%** 55+: **46%** 



## PRESENCE OF CHILDREN

1+ Child in HH: 29%



## **MARITAL STATUS**

Single (Never Married): 25%
Married: 58%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, 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

**EDUCATION** 

Some College:

Graduated College:

- FOX Sports Live
- FOX Football Daily
- First Things First

- The Spring League
- 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.

31%

30%





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.