

## VIEWER PROFILE



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

Flourishing Families	144 or 44% more likely to watch (than the general population)
Thriving Boomers	194 or 94% more likely to watch
Autumn Years	167 or 67% more likely to watch



### GENDER

Male:	68%
Female:	32%



### HOME OWNERSHIP

Own Home:	80%
Rent:	17%



### HOUSEHOLD INCOME

\$100K+:	38%
\$75K - \$99,999:	15%
\$50K - \$74,999:	18%
\$30K - \$49,999:	17%



### AGE

18 - 34:	20%
35 - 54:	31%
55+:	49%



### EDUCATION

Graduated College:	34%
Some College:	31%



### PRESENCE OF CHILDREN

1+ Child in HH:	31%
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### MARITAL STATUS

Single (Never Married):	20%
Married:	64%

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

- Big Ten Elite
- Football Classics
- BTN Football/Basketball in 60
- BTN Live
- Student U
- BIG Women's Sports Report
- The BIG Show
- The Final Drive
- Basketball, Hockey, Wrestling and more

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



Big Ten Network is dedicated to capturing the passion and tradition of the Big Ten Conference and college sports. Showcasing hundreds of live sporting events each year in stunning high definition along with award winning original programming and in-depth studio analysis, BTN is the premiere college sports network and the go-to destination for Big Ten fans and alumni across the nation.