

VIEWER  
**PROFILE**



**GENDER**

Male: 71.1%  
Female: 28.9%



**HOUSEHOLD INCOME**

\$100K+: 27.1%  
\$75K - \$99,999: 14.3%  
\$50K - \$74,999: 17.7%  
\$30K - \$49,999: 23.2%



**EDUCATION**

Graduated College: 26.2%  
Some College: 32.2%



**HOME OWNERSHIP**

Own Home: 69.5%  
Rent: 27.5%



**AGE**

18 – 34: 23.3%  
35 – 54: 33.9%  
55+: 42.8%



**PRESENCE OF CHILDREN**

1+ Child in HH: 31.6%



**MARITAL STATUS**

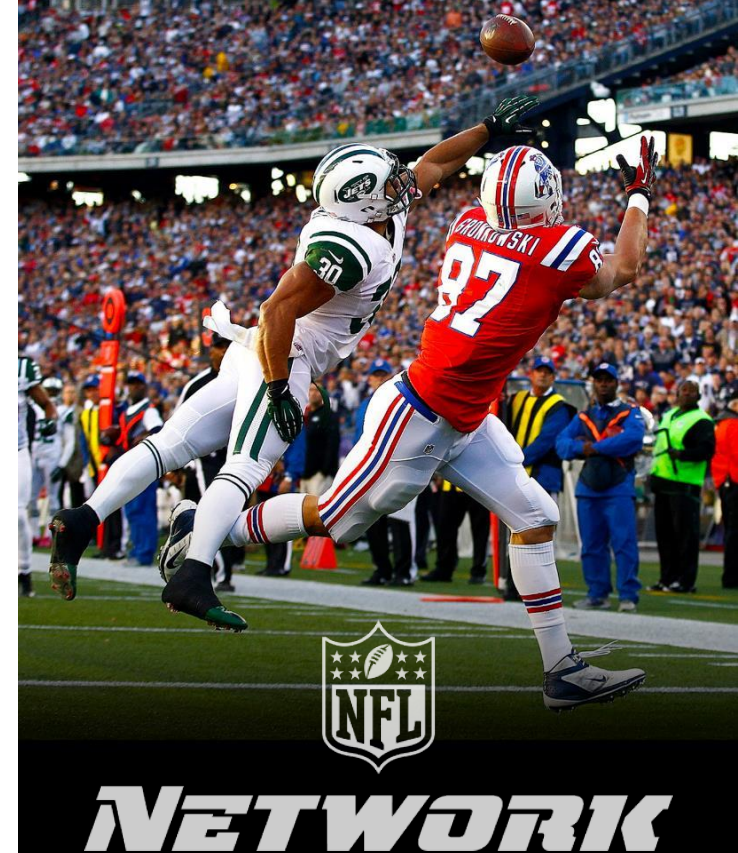
Single (Never Married): 28.0%  
Married: 54.2%

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

FEATURED  
**PROGRAMS**

- NFL GameDay
- NFL Top 10
- Inside the NFL
- NFL Total Access
- Good Morning Football
- Sound FX
- Thursday Football Night
- Path to the Draft

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



NFL Network provides millions of fans of the great sport of football with a network to call their own. NFL Network is the only destination for all that happens around the National Football League, on and off the field, during the season throughout the off-season – 7 days a week, 24 hours a day, 365 days a year... all covered from an “insider’s perspective.”