

VIEWER PROFILE



GENDER

| | |
|---------|--------------|
| Male: | 70.6% |
| Female: | 29.4% |



HOUSEHOLD INCOME

| | |
|-------------------|--------------|
| \$100K+: | 32.1% |
| \$75K - \$99,999: | 19.1% |
| \$50K - \$74,999: | 14.6% |
| \$30K - \$49,999: | 20.4% |



EDUCATION

| | |
|--------------------|--------------|
| Graduated College: | 29.2% |
| Some College: | 33.0% |



HOME OWNERSHIP

| | |
|-----------|--------------|
| Own Home: | 81.6% |
| Rent: | 15.7% |



AGE

| | |
|----------|--------------|
| 18 – 34: | 18.1% |
| 35 – 54: | 32.6% |
| 55+: | 49.3% |



PRESENCE OF CHILDREN

| | |
|-----------------|--------------|
| 1+ Child in HH: | 29.2% |
|-----------------|--------------|



MARITAL STATUS

| | |
|-------------------------|--------------|
| Single (Never Married): | 19.4% |
| Married: | 65.3% |

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

FEATURED PROGRAMS

- Big Ten Icons
- Football Classics
- BTN in 60
- BTN Live
- The Final Drive
- B1G Women's Sports Report
- The B1G Show
- 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.