

VIEWER PROFILE



GENDER

Male: **63%**
Female: **37%**



HOME OWNERSHIP

Own Home: **77%**
Rent: **23%**



HOUSEHOLD INCOME

\$100K+: **44%**
\$75K - \$99,999: **14%**
\$50K - \$74,999: **20%**
\$30K - \$49,999: **15%**



AGE

18 – 34: **11%**
35 – 54: **25%**
55+: **58%**



EDUCATION

Graduated College: **36%**
Some College: **64%**



PRESENCE OF CHILDREN

1+ Child in HH: **26%**

Source: Nielsen Npower. Calendar Year 2020. Viewership Demographics from averaging all Regional Sports Networks (data not available for network itself.)

FEATURED PROGRAMS

- College Football/Basketball/Hockey
- NFL Monday QB
- The Jim Rome Show
- Time to Schein
- Tiki and Tierney
- Jimmy Houston Outdoors
- Poker Night in America
- PBR Bull Riding
- Poker Night in America

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



CBS Sports Network is the 24-hour home of CBS Sports. The network telecasts thousands of hours of live college and professional sports, as well as expert analysis, and original programming every year.