

VIEWER PROFILE



GENDER

Male: **68%**
Female: **32%**



HOME OWNERSHIP

Own Home: **48%**
Rent: **52%**



HOUSEHOLD INCOME

\$100K+: **12%**
\$75K - \$99,999: **9%**
\$50K - \$74,999: **24%**
\$30K - \$49,999: **33%**



AGE

18 – 34: **16%**
35 – 54: **42%**
55+: **32%**



EDUCATION

Graduated College: **8%**
Some College: **24%**



PRESENCE OF CHILDREN

1+ Child in HH: **50%**

Source: Nielsen Npower. Calendar Year 2020. Viewership Demographics by Network: Fox Deportes.

FEATURED PROGRAMS

- Central FOX
- La Ultima Palabra
- Agenda FOX
- FOX Para Todos
- UEFA Champions League
- UFC
- FOX Deportes En Vivo
- Liga MX
- WWE Friday Night Smackdown

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



FOX Deportes is the leader in Spanish-language sports media, featuring premier soccer programming with exclusive Spanish language coverage of the UEFA Champions League, Copa Santander Libertadores, coverage of the Major League Baseball regular season, All-Star Game, NLDS, NLCS and World Series, and UFC with live and exclusive programming, a robust digital experience, live scoring and exclusive video highlights.