

## VIEWER PROFILE



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

Flourishing Families/Booming With Confidence **130 or 30% more likely to watch (than the general population)**  
 Suburban Style **131 or 31% more likely to watch**  
 Bourgeois Melting Pot **143 or 43% more likely to watch**



### GENDER

Male: **74%**  
 Female: **26%**



### HOME OWNERSHIP

Own Home: **74%**  
 Rent: **23%**



### HOUSEHOLD INCOME

\$100K+: **36%**  
 \$75K - \$99,999: **18%**  
 \$50K - \$74,999: **16%**  
 \$30K - \$49,999: **18%**



### AGE

18 - 34: **21%**  
 35 - 54: **31%**  
 55+: **48%**



### EDUCATION

Graduated College: **32%**  
 Some College: **32%**



### PRESENCE OF CHILDREN

1+ Child in HH: **27%**



### MARITAL STATUS

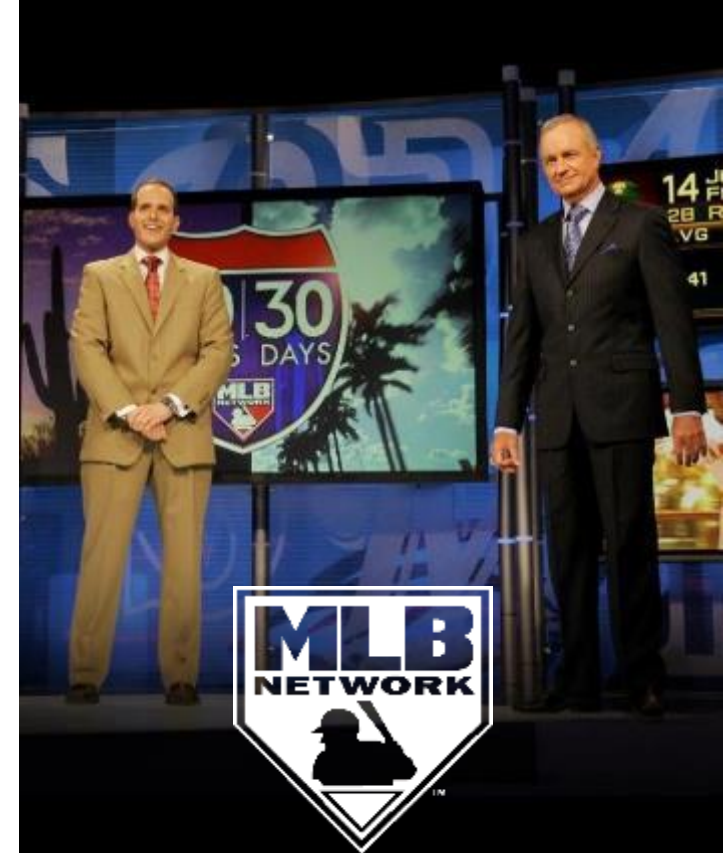
Single (Never Married): **24%**  
 Married: **59%**

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: MLB 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

- MLB Central
- MLB Tonight
- Hot Stove
- Intentional Talk
- Play Ball
- 30 Clubs in 30 Days
- MLB Now
- High Heat
- Diamond Demos

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



MLB Network is the ultimate television destination for baseball fans, featuring the 5-time Emmy Award-winning MLB Tonight, live regular season and Postseason game telecasts, original programming, highlights and insights from the best in the business, including Bob Costas, Peter Gammons, Jim Kaat, Al Leiter and Harold Reynolds.