

VIEWER PROFILE



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

Booming With Confidence	118 or 18% more likely to watch (than the general population)
Suburban Style	133 or 33% more likely to watch
Thrifty Habits	120 or 20% more likely to watch



GENDER

Male:	70%
Female:	30%



HOME OWNERSHIP

Own Home:	70%
Rent:	27%



HOUSEHOLD INCOME

\$100K+:	33%
\$75K - \$99,999:	16%
\$50K - \$74,999:	16%
\$30K - \$49,999:	19%



AGE

18 – 34:	21%
35 – 54:	33%
55+:	46%



EDUCATION

Graduated College:	28%
Some College:	33%



PRESENCE OF CHILDREN

1+ Child in HH:	30%
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MARITAL STATUS

Single (Never Married):	26%
Married:	56%

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

- NFL GameDay
- NFL Now
- Thursday Football Night
- NFL Total Access
- Good Morning Football
- NFL 360
- NFL Fantasy Live
- NFL Draft
- A Football Life

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.”