

VIEWER PROFILE



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

| | |
|-------------------------|--|
| Flourishing Families | 161 or 61% more likely to watch (than the general population) |
| Booming With Confidence | 149 or 49% more likely to watch |
| Golden Year Guardians | 139 or 39% more likely to watch |



GENDER

| | |
|---------|-------------|
| Male: | 767% |
| Female: | 24% |



HOME OWNERSHIP

| | |
|-----------|------------|
| Own Home: | 71% |
| Rent: | 26% |



HOUSEHOLD INCOME

| | |
|-------------------|------------|
| \$100K+: | 36% |
| \$75K - \$99,999: | 17% |
| \$50K - \$74,999: | 17% |
| \$30K - \$49,999: | 18% |



AGE

| | |
|----------|------------|
| 18 – 34: | 18% |
| 35 – 54: | 33% |
| 55+: | 49% |



EDUCATION

| | |
|--------------------|------------|
| Graduated College: | 34% |
| Some College: | 35% |



PRESENCE OF CHILDREN

| | |
|-----------------|------------|
| 1+ Child in HH: | 27% |
|-----------------|------------|



MARITAL STATUS

| | |
|-------------------------|------------|
| Single (Never Married): | 25% |
| Married: | 58% |

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: PAC 12 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

- Inside Pac-12 Football/Basketball
- The Drive: Football
- Football in 60
- The 12 Greatest/Best
- Pac-12 Final Score
- Pac-12 Playlist
- Our Stories
- Pac-12 Alumni Spotlight
- Pac-12 on the Road

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



Pac-12 Network offers a compelling variety of programming, including live football and basketball games, pre and post-game studio shows, classic games, and feature stories on the most interesting Pac-12 personalities. Programming highlights one of the NCAA's most prestigious and prolific conferences and connects fans to the universities and sports they love.