



Viewer Profile

Age

18 – 34	24%
35 – 54	37%
55+	38%

Gender

Male	72%
Female	28%

Education

Attended College	48%
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Household Income

\$75K+	38%
\$50K - \$74,999	19%
\$30K - \$49,999	19%

Home Ownership

Own Home	74%
Rent Home	23%

Presence of Children

1+ Child in HH	31%
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Median Age 49.1

Median of Household Income 59.1

FSN is the nation's leading provider of local sports. Eighty million subscribers in our owned and operated and affiliate networks include FS Arizona, FS Carolinas, FS Detroit, FS Houston, FS Indiana, FS Kansas City, FS Midwest, FS North, FS Ohio, FS Oklahoma, Prime Ticket, FS South, FS Southwest, Sun Sports, Sports South, FS West, FS Wisconsin. FSN also has programming affiliations with Comcast-owned regional sports networks in Chicago, Baltimore/Washington, D.C. and Philadelphia, as well as with Rainbow-owned FSN Bay Area, FSN New England, FSN New York, FSN Rocky Mountain and Madison Square Garden Network.

Programming Highlights

- MMAthletics
- Barfly
- Cheap Seats
- Cubed
- 3-Wide
- Nascar 101
- Profiles with Laura Okmin
- Golden Boy Fight Night Club
- The Dan Patrick Show
- Final Score



Cheap Seats



Nascar 101



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.