

## Viewer Profile

### Age

18 – 34	37%
35 – 54	37%
55+	25%

### Gender

Male	69%
Female	31%

### Education

Attended College	41%
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### Household Income

\$75K+	35%
\$50K - \$74,999	17%
\$30K - \$49,999	21%

### Home Ownership

Own Home	66%
Rent Home	31%

### Presence of Children

1+ Child in HH	38%
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Median Age . . . . . 40.7

Median of Household Income . . . . 52.9



## GET MORE ACTION

Spike knows what guys like. The brand speaks to the bold, adventuresome side of men with action-packed entertainment, including a mix of comedy, blockbuster movies, sports, innovative originals and live events. Popular shows like *The Ultimate Fighter*, *Deadliest Warrior*, *Video Game Awards*, *TNA: iMPACT!* and *Pros vs. Joes*, plus movies guys love, such as the entire *Star Wars* franchise and *Band of Brothers*, position Spike as the leader in entertainment for men.

## Programming Highlights

- UFC Fight Night
- The Ultimate Fighter
- Auction Hunters
- MANswers
- 1000 Ways to Die
- Deadliest Warrior
- Playbook
- Jail
- Blue Mountain States
- Scrappers



Auction Hunters



UFC



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.