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## **Network Profile**

Available to 99 million homes nationwide, CBS Sports Network is the 24-hour destination of CBS Sports and home of Jim Rome's show "Rome," airing weeknights at 6 ET. The network televises more than 300 live games and over 2,000 hours of original programming every year. The network telecasts Professional Bull Riding (PBR), live football, basketball and more from the Mountain West, Conference USA, Atlantic 10, as well as Army, Navy and the Patriot League.

### **Age Groups**

A 18-34	<b>23%</b>
A 35-54	<b>37%</b>
A 55+	<b>40%</b>
Median Age	<b>49</b>

### **Household Income**

\$75K+	<b>50%</b>
\$50K - \$74,999	<b>20%</b>
\$30K - \$49,999	<b>16%</b>
Mean HH Income	<b>\$88K</b>

### **Education**

Attended College	<b>51%</b>
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### **Presence of Children**

1+ child HH	<b>50%</b>
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### **Home Ownership**

Own Home	<b>74%</b>
Rent Home	<b>25%</b>

### **Gender**

Male	<b>73%</b>
Female	<b>27%</b>