

NETWORK RESEARCH



HIGHLY AFFLUENT & EDUCATED PROFESSIONAL ALUMNI

Base: All

Mean Age	49.2
Mean IEI	\$61,656
Mean HHI	\$88,370
Mean HH Net Worth	\$359,650
Mean number of people in HH	3
Mean Value of Owned Home	\$247,053

CBS Sports Network

Gender

Male	73%
Female	27%

% of Viewers

Affluent Viewer Demographic

- A viewer is 92% more likely to have an individual expected income of \$150,000+ per year than the average American (index 192)
- A viewer is 28% more likely to work in management, business and financial occupations than the average American (index 128)
- Viewers are 37% more likely to have a household net worth of \$1,000,000+ than other Americans (index 137)
- A viewer is 12% more likely to own his own business than the average American (index 112)
- A viewer is 14% more likely to have a college degree than the average American (index 114)
- A viewer is 74% more likely to have a C-suite job (CEO, CFO, COO, etc.) than the average American (index 174)

Viewership Composition

- A viewer is 17% more likely to frequently be in a leadership position than the average American (index 117)
- A viewer is 18% more likely than the average American to spend a lot of time (more than 2/3 of Americans) going out and doing things around town with friends (index 118)
- Viewers is 22% more likely to do some form of home remodeling in the next year than other Americans (index 122)
- 55% of viewers will pay more for top quality electronics
- 71% of viewers own or lease two or more cars (they average 2.6) and they are 13% more likely to replace one in the next year (index 113)
- Viewers are 31% more likely to be category influential consumers on financial products and services than other Americans (index 131)
- Viewers are 26% more likely to be asked for advice about products they buy than the average American (index 126)

Source: 2013 MRI Fall Study