



**Description**

**Comcast SportsNet** is a 24-hour regional sports network, providing sports fans with comprehensive game coverage of their favorite teams. Programming includes pregame shows, press conference coverage, and the area's most in-depth sports news nightly on SportsNite.

**Format**

Sports

Gender	Col %	Index
Male	67.8	140
Female	32.2	63

Age	Col %	Index
18-34	26.0	86
18-49	46.3	80
25-54	42.1	76
35-64	51.7	98
50 +	53.7	127

Education	Col %	Index
High School Grad or Less	32.2	72
Some College (No Degree)	36.4	123
College Graduate	15.3	107
Beyond College Degree	16.1	142

Race	Col %	Index
White	90.6	109
African American	4.3	37
Other	5.1	92

Household Income	Col %	Index
0-\$19,999	3.8	41
\$20,000-\$29,999	7.7	63
\$30,000-\$39,999	8.0	57
\$40,000-\$49,999	8.2	73
\$50,000-\$74,999	26.7	153
\$75,000-\$99,999	21.2	143
\$100,000-\$149,999	14.5	118
\$150,000-\$249,999	6.2	111
\$250,000 +	3.7	129

Children	Col %	Index
Yes	41.2	100
No	58.8	100

Networks Viewed	Col %	Index
ESPN	68.8	259
The Discovery Channel	56.4	165
ESPN2	54.5	346
The Weather Channel	53.7	194
FOX News Channel	42.7	174
History	41.3	149
TNT	39.1	139
A&E	37.6	153
CNN	34.6	151
USA Network	34.5	144

