

NETWORK RESEARCH



TAP INTO THE PULSE OF FIERCE SPENDING POWER

CBS COLLEGE SPORTS NETWORK IS RANKED TOP 5 BY INDEX AMONG CABLE SPORTS NETWORKS

HIGHLY AFFLUENT & EDUCATED PROFESSIONALS

CATEGORY	INDEX	RANK
Professional and related occupations	120	1
HHI \$75K-\$149,999	160	1
HHI \$150K+	133	2
Men 18-34	181	4
Men 18-49	177	5

AUDIENCE COMPOSITION

- 56% of CBS College Sports Network viewers earn over \$75K
- Median household income: \$83,600, #1 national sports network
- Our audience is 33% more likely to have an HHI over \$150K
- 21% of CBS College Sports Network viewers are Black/African-American (180 index)

AUDIENCE BEHAVIOR:

- Our audience is 42% more likely to own an HD TV set
- Our audience is 32% more likely to invest in stocks, bonds, or mutual funds in the next 12 months
- Our audience is 12% more likely to purchase a new vehicle in the next 12 months
- Our audience is 9% more likely to purchase a new home theater system in the next 12 months
- CBS College Sports Network is #1 in reaching viewers who plan to travel in the U.S. in the next 12 months (119 index)
- CBS College Sports Network is #1 in reaching households with 1 child in the home (136 index)

Source: MRI, Fall 2008. Index is based on Adults 18+. Watched CBS College Sports in past week. Ratings are based on reported sports networks.