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Network Profile

USA Network, the leader in cable entertainment, offers a powerful stable of dramatic, comedic and unscripted original. The network also features spectacular live television, a dynamic portfolio of acquired series and the best in blockbuster theatrical films and entertainment events. A trailblazer in digital innovation and storytelling. USA is defining, driving and setting the industry standard for Social TV.

Age Groups

A 2-24	6%
A 25-35	7%
A 35-44	12%
A 45-54	17%
A 55-64	23%
A 65+	35%
Median Age	57

Household Income

Median HHI	\$76k
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Race/Ethnicity

Multicultural	31%
Black	20%
Hispanic	8%
Asian	3%

Gender

Male	47%
Female	53%

Home & Life

Homeowner	72%
4+ Years College	27%

Featured Programs

WWE Smackdown	Resident Alien	Poker Face
Temptation Island	Chicago PD	Chrisley Knows Best
Chicago Fire	The Big D	Race To Survive Alaska