

Network Details



The YES Network is a 24-hour-a-day, 7-day-a-week premier sports and entertainment television network featuring the 26-time World Champion New York Yankees and the Eastern Conference Champion New Jersey Nets. The YES Network is available to viewers in New York, Connecticut, and large parts of New Jersey and Pennsylvania. In addition to over 130 Yankees games and more than 70 Nets games, YES broadcasts other professional and collegiate sports teams as well as classic sports footage.

Age

18-34... 30.4%
35-54...39.8%
55+.....29.8%

Gender

Male.... 69.3%
Female... 30.7%

Education

Attended College... 59.2%

Own or Rent Residence

Own.....69.6%
Rent.....25.9%

Presence of Children

1+ Children in Home... 32.7%

Household Income

HHI \$25K-49K... 26.7%
HHI \$50K-\$74K.... 19.4%
HHI \$75K+.....45.0%