

VIEWER PROFILE



TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:

Power Elite	145 or 45% more likely to watch (than the general population)
Flourishing Families	126 or 26% more likely to watch
Booming With Confidence	125 or 25% more likely to watch



GENDER

Male:	77%
Female:	23%



HOME OWNERSHIP

Own Home:	73%
Rent:	24%



HOUSEHOLD INCOME

\$100K+:	37%
\$75K - \$99,999:	17%
\$50K - \$74,999:	16%
\$30K - \$49,999:	18%



AGE

18 – 34:	22%
35 – 54:	32%
55+:	45%



EDUCATION

Graduated College:	36%
Some College:	31%



PRESENCE OF CHILDREN

1+ Child in HH:	29%
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MARITAL STATUS

Single (Never Married):	25%
Married:	60%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: ESPN2. *Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

FEATURED PROGRAMS

- Little League World Series
- UFC
- SportsCenter
- Get Up
- ESPN First Take
- College Sports
- NBA & NFL Programming
- Jalen & Jacoby
- E: 60

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



ESPN2 offers sports fans a wider variety of major live events and studio programming with the authority that they trust and the personalities that they love. The secondary channel to ESPN is nearly as essential as ESPN itself, offering up countless live games across all the sports you care about and replays of your favorite ESPN programs.