

VIEWER PROFILE



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

Significant Singles	154 or 54% more likely to watch (than the general population)
Family Union	196 or 96% more likely to watch
Cultural Connections	290 or 190% more likely to watch



GENDER

Male:	72%
Female:	28%



HOME OWNERSHIP

Own Home:	50%
Rent:	47%



HOUSEHOLD INCOME

\$100K+:	19%
\$75K - \$99,999:	12%
\$50K - \$74,999:	17%
\$30K - \$49,999:	31%



AGE

18 – 34:	26%
35 – 54:	42%
55+:	32%



EDUCATION

Graduated College:	20%
Some College:	22%



PRESENCE OF CHILDREN

1+ Child in HH:	46%
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MARITAL STATUS

Single (Never Married):	29%
Married:	58%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: ESPN Deportes. *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

- SportsCenter
- Cronometro
- Nacion ESPN
- Beisbol Esta Noche
- Futbol Picante
- Futbol MLS
- NFL Esta Noche
- Watcg Fuera de Juego
- Los Capitanes

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



ESPN DEPORTES

ESPN Deportes is the premier Spanish-language sports network that U.S. Hispanic sports consumers turn to for the latest news and information. ESPN Deportes features more than 1,900 hours of live coverage and original studio programming annually.