

VIEWER PROFILE



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

Power Elite	142 or 42% more likely to watch (than the general population)
Flourishing Families	135 or 35% more likely to watch
Booming With Confidence/Suburban Style	122 or 22% more likely to watch



GENDER

Male:	70%
Female:	30%



HOME OWNERSHIP

Own Home:	71%
Rent:	26%



HOUSEHOLD INCOME

\$100K+:	38%
\$75K - \$99,999:	17%
\$50K - \$74,999:	15%
\$30K - \$49,999:	18%



AGE

18 – 34:	25%
35 – 54:	34%
55+:	41%



EDUCATION

Graduated College:	36%
Some College:	31%



PRESENCE OF CHILDREN

1+ Child in HH:	31%
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MARITAL STATUS

Single (Never Married):	26%
Married:	58%

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: ESPN. *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
- Monday Night Football
- MLB
- NBA
- NCAA Basketball & Football
- Summer & Winter X Games
- Tennis
- PGA
- 30 for 30 Film Series

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



ESPN is the #1 network that America turns to for sports. ESPN carries more than 4,800 hours of live coverage and original programming. ESPN offers sports fans live major events and original studio programming with the authority that they trust and the personalities that they love.