

VIEWER PROFILE



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

Flourishing Families	129 or 29% more likely to watch (than the general population)
Golden Year Guardians	121 or 21% more likely to watch
Thrifty Habits	123 or 23% more likely to watch



GENDER

Male:	78%
Female:	22%



HOME OWNERSHIP

Own Home:	69%
Rent:	28%



HOUSEHOLD INCOME

\$100K+:	35%
\$75K - \$99,999:	15%
\$50K - \$74,999:	15%
\$30K - \$49,999:	20%



AGE

18 – 34:	20%
35 – 54:	36%
55+:	44%



EDUCATION

Graduated College:	32%
Some College:	31%



PRESENCE OF CHILDREN

1+ Child in HH:	32%
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MARITAL STATUS

Single (Never Married):	26%
Married:	56%

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

- NBA: The Jump
- Daily Wager
- SportsCenter
- First Take
- UFC
- Get Up
- Around the Horn
- E: 60
- College Sports

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



ESPNNEWS is a 24-hour sports news network that features continuous sports news, highlights, scores, analysis, live press conferences, statistics, and the first marriage between online (ESPN.com) and on-air. ESPNNEWS is a distinctive service with its own on-air production staff presenting new and innovative programming, within the well-established tradition of ESPN and its flagship news show.