




## VIEWER PROFILE


	<b>TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX*:</b>	
	Power Elite	<b>147 or 47% more likely to watch (than the general population)</b>
	Flourishing Families/Autumn Years	<b>136 or 36% more likely to watch</b>
	Booming With Confidence/Thriving Boomers	<b>122 or 22% more likely to watch</b>


	<b>GENDER</b>	
	Male:	<b>77%</b>
	Female:	<b>23%</b>


	<b>HOME OWNERSHIP</b>	
	Own Home:	<b>76%</b>
	Rent:	<b>22%</b>

	<b>HOUSEHOLD INCOME</b>	
	\$100K+:	<b>39%</b>
	\$75K - \$99,999:	<b>18%</b>
	\$50K - \$74,999:	<b>15%</b>
	\$30K - \$49,999:	<b>16%</b>

	<b>AGE</b>	
	18 – 34:	<b>23%</b>
	35 – 54:	<b>31%</b>
	55+:	<b>46%</b>

	<b>EDUCATION</b>	
	Graduated College:	<b>38%</b>
	Some College:	<b>31%</b>

	<b>PRESENCE OF CHILDREN</b>	
	1+ Child in HH:	<b>29%</b>

	<b>MARITAL STATUS</b>	
	Single (Never Married):	<b>23%</b>
	Married:	<b>62%</b>

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

- NCAA Hockey
- NCAA Football
- NCAA Basketball
- E:60
- High School Sports
- Cheerleading
- SEC Storied
- NCAA Hockey Championship
- Women's NCAA Volleyball Tournament

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



ESPNU features extensive studio programming and live coverage of games, including college football, college basketball and other Olympic sports from over 27 Division I Conferences such as the Atlantic Coast Conference (ACC), Atlantic 10, Big 12, BIG EAST, SEC, Big South, Big Ten, Horizon League, Mid-American Conference, and more.