

VIEWER  
**PROFILE**



**GENDER**

Male: **75.5%**  
Female: **24.5%**



**HOUSEHOLD INCOME**

\$100K+: **29.7%**  
\$75K - \$99,999: **16.2%**  
\$50K - \$74,999: **16.4%**  
\$30K - \$49,999: **21.8%**



**EDUCATION**

Graduated College: **32.6%**  
Some College: **31.8%**



**HOME OWNERSHIP**

Own Home: **71.8%**  
Rent: **25.0%**



**AGE**

18 – 34: **24.4%**  
35 – 54: **31.8%**  
55+: **43.8%**



**PRESENCE OF CHILDREN**

1+ Child in HH: **29.7%**



**MARITAL STATUS**

Single (Never Married): **27.1%**  
Married: **56.4%**

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Ap17, Adults 18+, Cable Networks Watched Past 7 Days: ESPN2.

FEATURED  
**PROGRAMS**

- Little League World Series
- X-Games
- NBA Programming
- Tennis Masters Series
- ESPN First Take
- NFL Programming
- SportsCenter
- Golic and Wingo
- 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.



**ESPN 2**

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.

# VIEWER PROFILE



## AGE

18 – 34: .....	<b>30.3%</b>
35 – 64: .....	<b>59.3%</b>
65+: .....	<b>8.6%</b>



## HOUSEHOLD INCOME

\$25K - \$39,999: .....	<b>6.8%</b>
\$40K - \$74,999: .....	<b>19.4%</b>
\$75K+: .....	<b>68.2%</b>



## GENDER

Male: .....	<b>74.8%</b>
Female: .....	<b>25.2%</b>



## PRESENCE OF CHILDREN

1 or more in HH: .....	<b>40.2%</b>
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

## FEATURED

# PROGRAMS

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# ESPN 2

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.