

VIEWER PROFILE



GENDER

| | |
|---------|-------|
| Male: | 69.2% |
| Female: | 30.8% |



HOUSEHOLD INCOME

| | |
|-------------------|-------|
| \$100K+: | 30.2% |
| \$75K - \$99,999: | 15.9% |
| \$50K - \$74,999: | 17.0% |
| \$30K - \$49,999: | 21.6% |



EDUCATION

| | |
|--------------------|-------|
| Graduated College: | 32.7% |
| Some College: | 31.1% |



HOME OWNERSHIP

| | |
|-----------|-------|
| Own Home: | 70.0% |
| Rent: | 26.4% |



AGE

| | |
|----------|-------|
| 18 – 34: | 26.7% |
| 35 – 54: | 33.2% |
| 55+: | 40.2% |



PRESENCE OF CHILDREN

| | |
|-----------------|-------|
| 1+ Child in HH: | 32.2% |
|-----------------|-------|



MARITAL STATUS

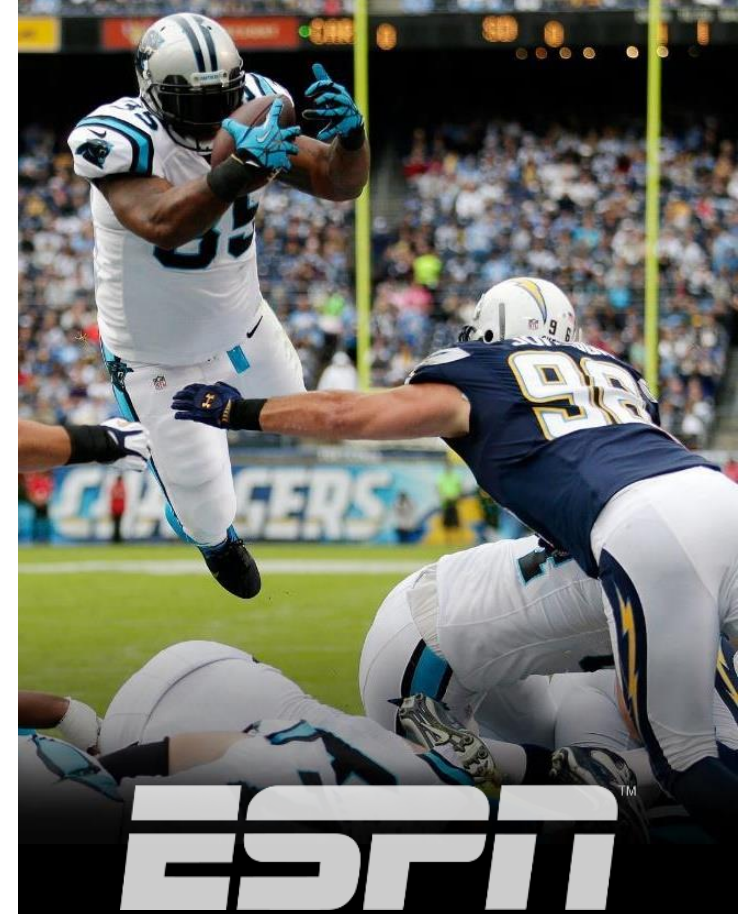
| | |
|-------------------------|-------|
| Single (Never Married): | 28.1% |
| Married: | 56.0% |

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: ESPN.

FEATURED PROGRAMS

- SportsCenter
- Monday Night Football
- NASCAR
- NBA
- NCAA Basketball & Football
- 30 for 30
- MLB
- Summer & Winter X Games

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.

VIEWER PROFILE



AGE

| | |
|----------------|--------------|
| 18 – 34: | 30.3% |
| 35 – 64: | 59.3% |
| 65+: | 8.6% |



GENDER

| | |
|---------------|--------------|
| Male: | 74.8% |
| Female: | 25.2% |



HOUSEHOLD INCOME

| | |
|-------------------------|--------------|
| \$25K - \$39,999: | 6.8% |
| \$40K - \$74,999: | 19.4% |
| \$75K+: | 68.2% |



PRESENCE OF CHILDREN

| | |
|------------------------|--------------|
| 1 or more in HH: | 40.2% |
|------------------------|--------------|

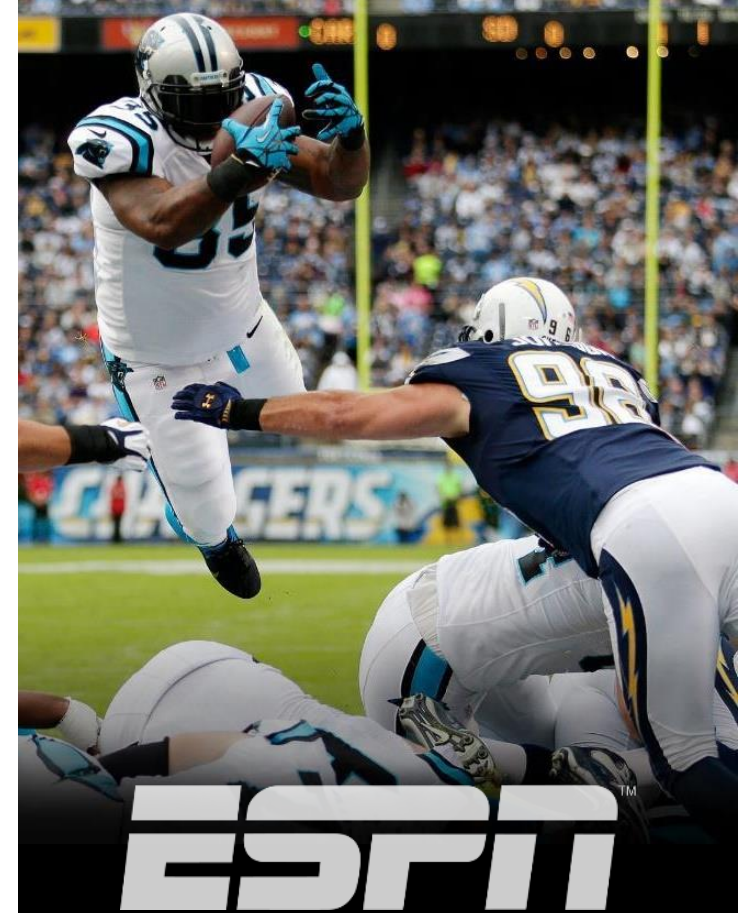
Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

FEATURED

PROGRAMS

- SportsCenter
- Monday Night Football
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- NCAA Basketball & Football
- 30 for 30
- MLB
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