

VIEWER
PROFILE



GENDER

Male: 75.8%
Female: 24.2%



HOUSEHOLD INCOME

\$100K+: 26.6%
\$75K - \$99,999: 15.5%
\$50K - \$74,999: 15.1%
\$30K - \$49,999: 23.6%



EDUCATION

Graduated College: 27.7%
Some College: 31.7%



HOME OWNERSHIP

Own Home: 67.7%
Rent: 28.4%



AGE

18 – 34: 27.8%
35 – 54: 32.8%
55+: 39.4%



PRESENCE OF CHILDREN

1+ Child in HH: 33.8%



MARITAL STATUS

Single (Never Married): 29.2%
Married: 53.4%

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

FEATURED
PROGRAMS

- NBA: The Jump
- SportsCenter
- College Baseball
- First Take
- SportsNation
- Golic and Wingo
- Around the Horn
- 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.



ESPNEWS 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. ESPNEWS 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.