

VIEWER
PROFILE



GENDER

Male:	80.2%
Female:	19.8%



HOUSEHOLD INCOME

\$100K+:	30.4%
\$75K - \$99,999:	16.3%
\$50K - \$74,999:	17.2%
\$30K - \$49,999:	20.6%



EDUCATION

Graduated College:	33.4%
Some College:	30.7%



HOME OWNERSHIP

Own Home:	73.6%
Rent:	23.9%



AGE

18 – 34:	25.7%
35 – 54:	32.8%
55+:	41.6%



PRESENCE OF CHILDREN

1+ Child in HH:	31.7%
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MARITAL STATUS

Single (Never Married):	27.1%
Married:	57.9%

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

FEATURED
PROGRAMS

- AAC Tournament
- 30 for 30
- NCAA Basketball
- NCAA Football
- High School Sports
- Women's NCAA Volleyball Tournament
- SEC Storied
- NCAA Hockey Championship

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



The 24-hour college sports television network features more than 650 live events annually.