



Viewer Profile

Age

18 – 34	27%
35 – 54	39%
55+	34%

Gender

Male	74%
Female	26%

Education

Attended College	49%
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Household Income

\$75K+	48%
\$50K - \$74,999	17%
\$30K - \$49,999	19%

Home Ownership

Own Home	76%
Rent Home	22%

Presence of Children

1+ Child in HH	35%
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Median Age 46.1

Median of Household Income 72.1

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.

Programming Highlights

- NFL
- College Football
- NASCAR
- MLB
- SportsCenter
- E:60
- NBA Draft
- SportsNation
- Golf
- NCAA Baseball



Sportscenter



NBA



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.