



## Viewer Profile

### Age

18 – 34	26%
35 – 54	37%
55+	38%

### Gender

Male	75%
Female	25%

### Education

Attended College	47%
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### Household Income

\$75K+	45%
\$50K - \$74,999	17%
\$30K - \$49,999	19%

### Home Ownership

Own Home	75%
Rent Home	22%

### Presence of Children

1+ Child in HH	32%
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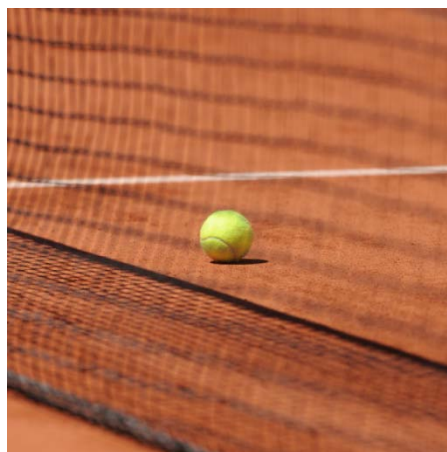
Median Age . . . . . 48.1

Median of Household Income . . . . 67.1

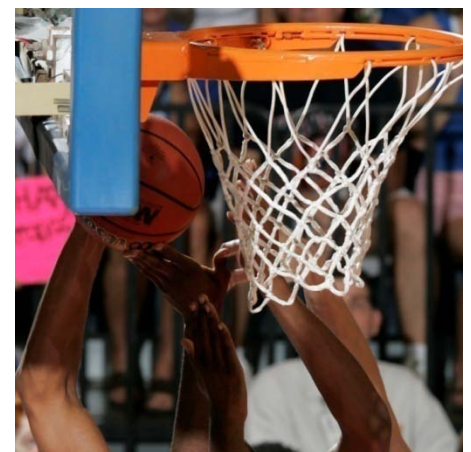
ESPN2 offers sports fans a wider variety of major live events and studio programming with the authority that they trust and the personalities that they love.

## Programming Highlights

- NFL
- NASCAR
- College Football Live
- NBA
- SportsCenter
- SportsNation
- E:60
- WNBA
- Tennis
- NCAA



Tennis



NBA



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