

## Viewer Profile

### Age

18 – 34	24.6%
25 – 54	60.0%
55+	30.7%

### Gender

Male	67.6%
Female	32.4%

### Education

Attended College	48.5%
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### Household Income

\$50K - \$74,999	18.0%
\$75K - \$99,999	15.5%
\$100K+	32.7%

### Home Ownership

Own Home	73.0%
Market Value \$250K+	25.3%

### Presence of Children

1+ Children in HH	44.0%
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### Race

White	62.0%
Black	32.7%

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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

- 30 for 30
- Draft Academy
- Inside: US Soccer's March to Brazil
- Major League Baseball
- FIFA World Cup
- X Games Austin
- SportsCenter
- SportsNation
- Gruden's QB Camp
- NASCAR



Source: Scarborough Data, Atlanta DMA, Aug12-Jul13. Cable Networks watched Past 7 Days: ESPN-TV. Scarborough Data & Reports are protected under the federal Copyright Act and are the registered intellectual property of Scarborough Research & Arbitron, Inc. Any use of the Scarborough Data is subject to all limitations and qualifications contained in the Report.