

# ESPN2

## Description

This network is loaded with mainstream and extreme sports, making it an attractive network for a range of viewers. ESPN2 is a differentiated 24-hour sports network that features more than 4,200 hours a year of live and original sports programming, extending the ESPN viewing experience.

## Format

Sports

Gender	Col %	Index
Male	82.7	172
Female	17.3	33

Age	Col %	Index
18-34	33.9	115
18-49	57.0	101
25-54	51.0	94
35-64	50.0	95
50 +	43.0	99

Education	Col %	Index
High School Grad or Less	43.2	96
Some College (No Degree)	26.3	85
College Graduate	16.0	122
Beyond College Degree	14.5	129

Race	Col %	Index
White	80.8	98
African American	16.2	111
Other	3.0	94

Household Income	Col %	Index
0-\$19,999	3.9	40
\$20,000-\$29,999	11.7	107
\$30,000-\$39,999	15.2	99
\$40,000-\$49,999	6.8	64
\$50,000-\$74,999	15.8	84
\$75,000-\$99,999	20.6	132
\$100,000-\$149,999	17.7	138
\$150,000-\$249,999	6.8	139
\$250,000 +	1.6	101

Children	Col %	Index
Yes	35.2	86
No	64.8	109

Networks Viewed	Col %	Index
ESPN	87.7	297
Fox Sports MW	59.5	306
TBS	54.2	192
History	53.6	171
Weather Channel	52.6	175
Discovery	49.4	153
TNT	48.0	161
USA	43.6	183
A&E	42.2	152
Comedy Central	38.8	185

Source: St. Louis Scarborough Aug08-Jul09

