

ESPN

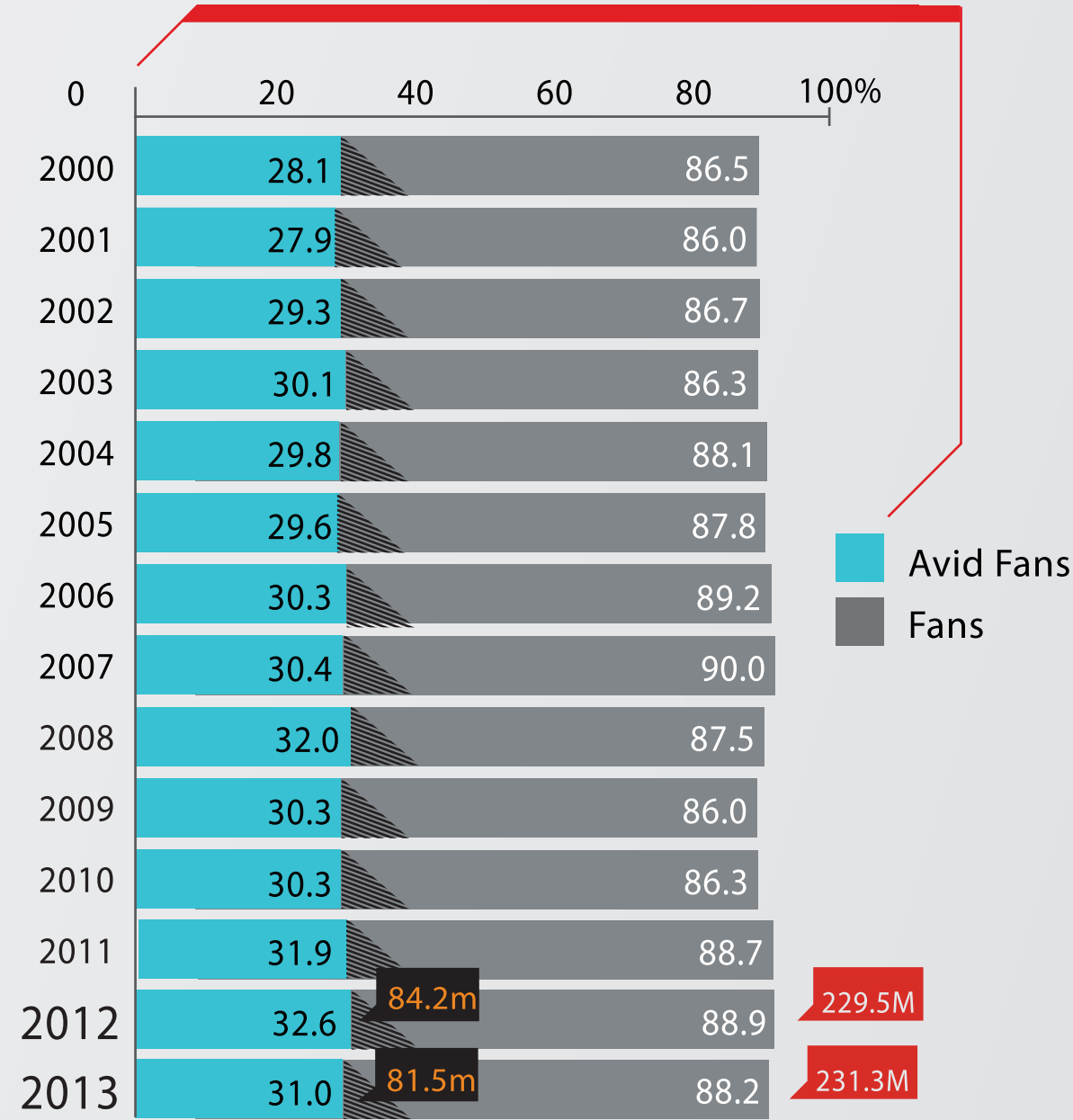
SPORTS POLL

2013



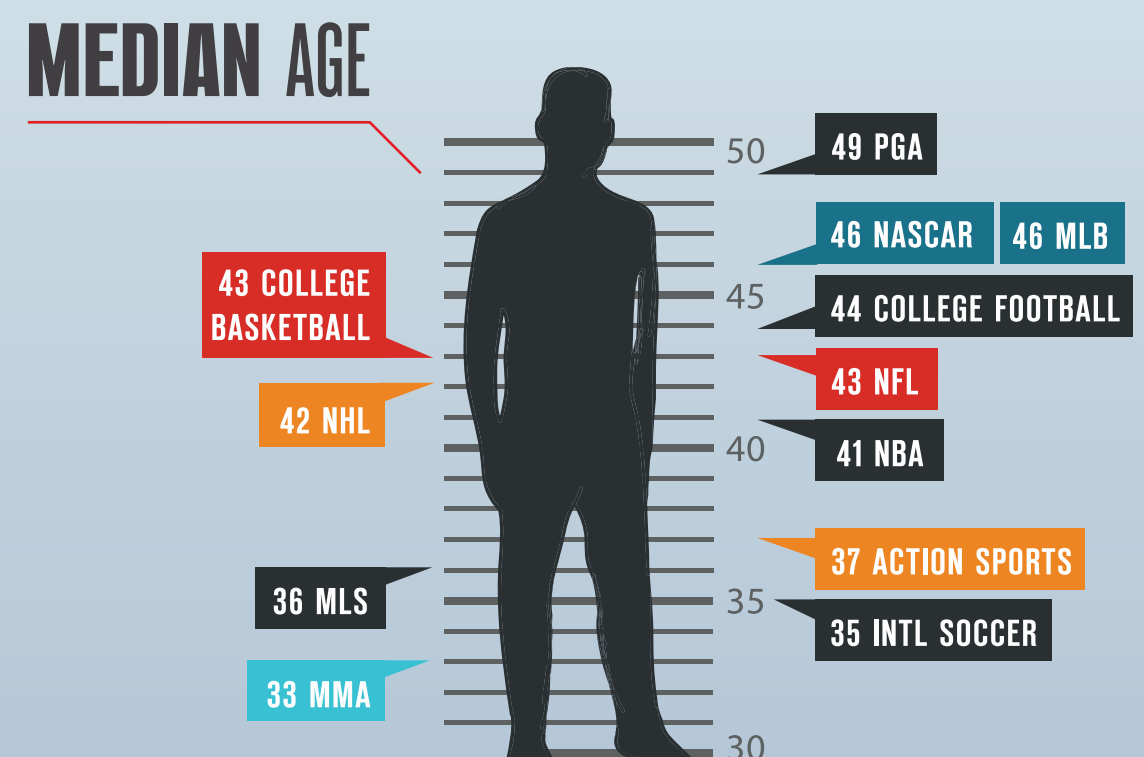
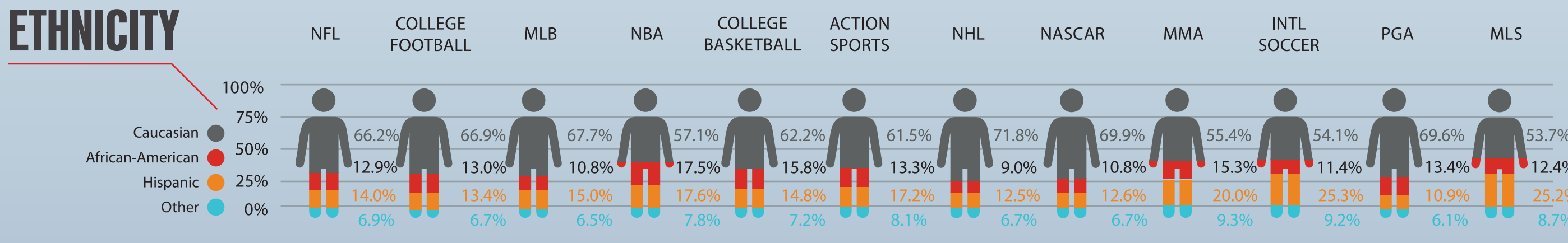
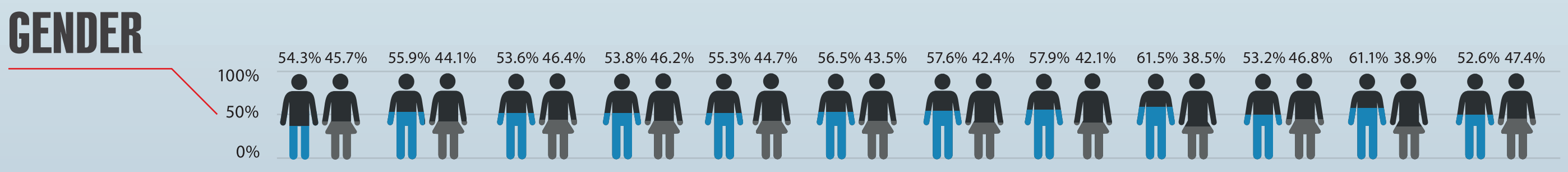
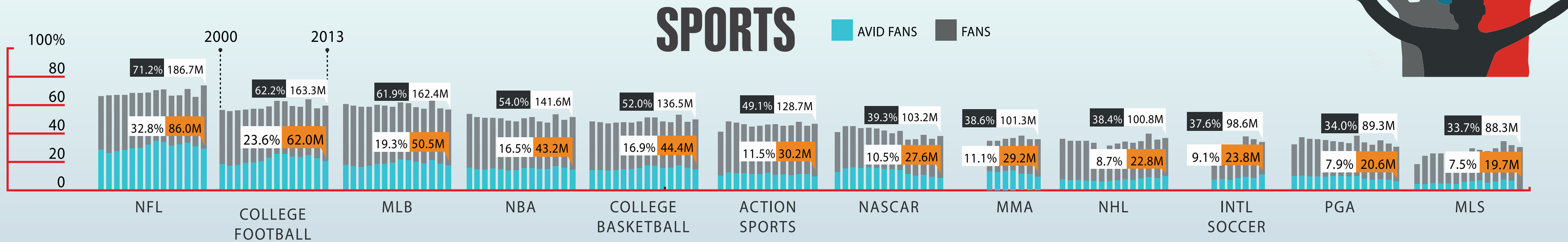
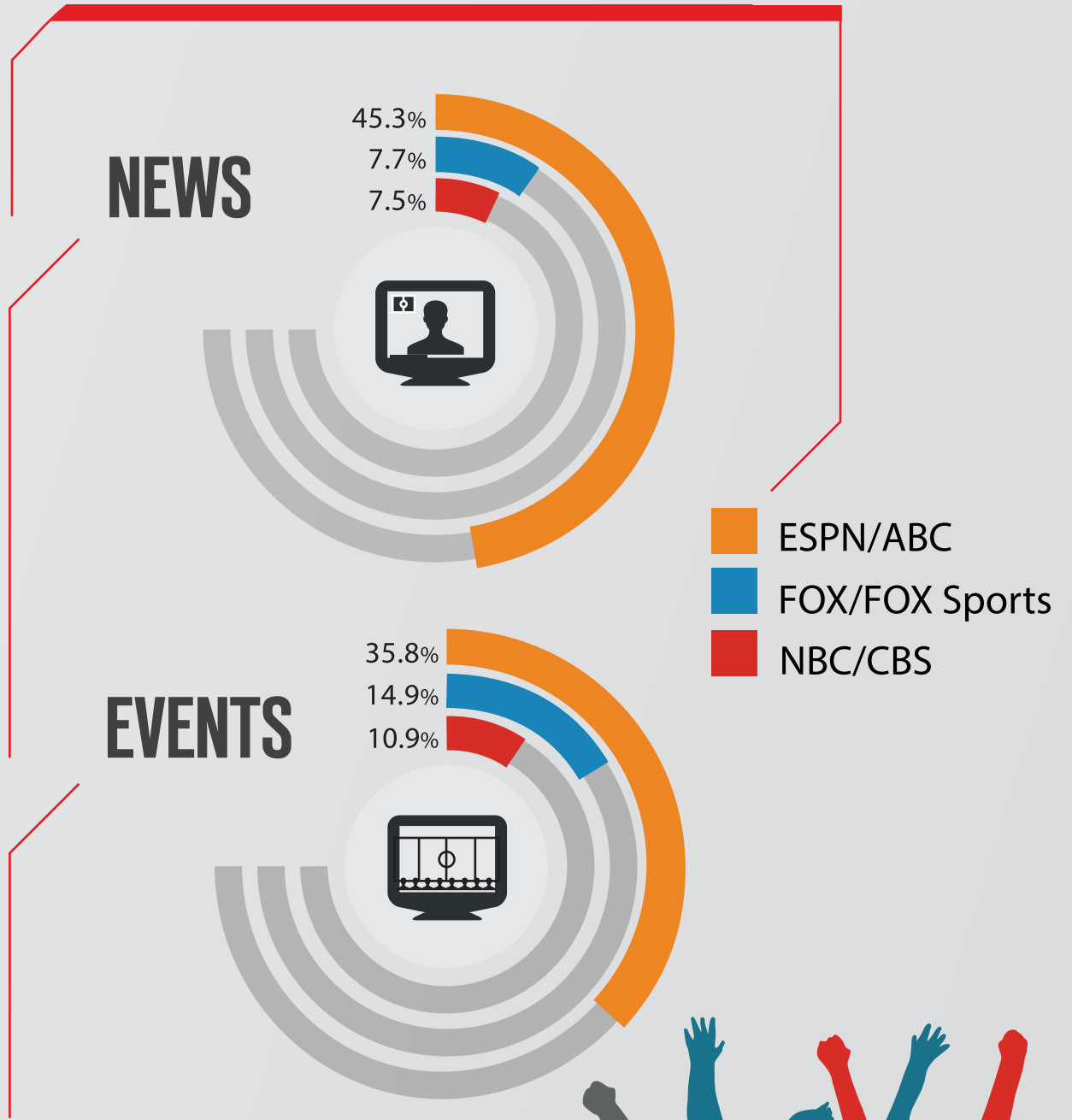
FANS 2000-2013

(% OF POPULATION)

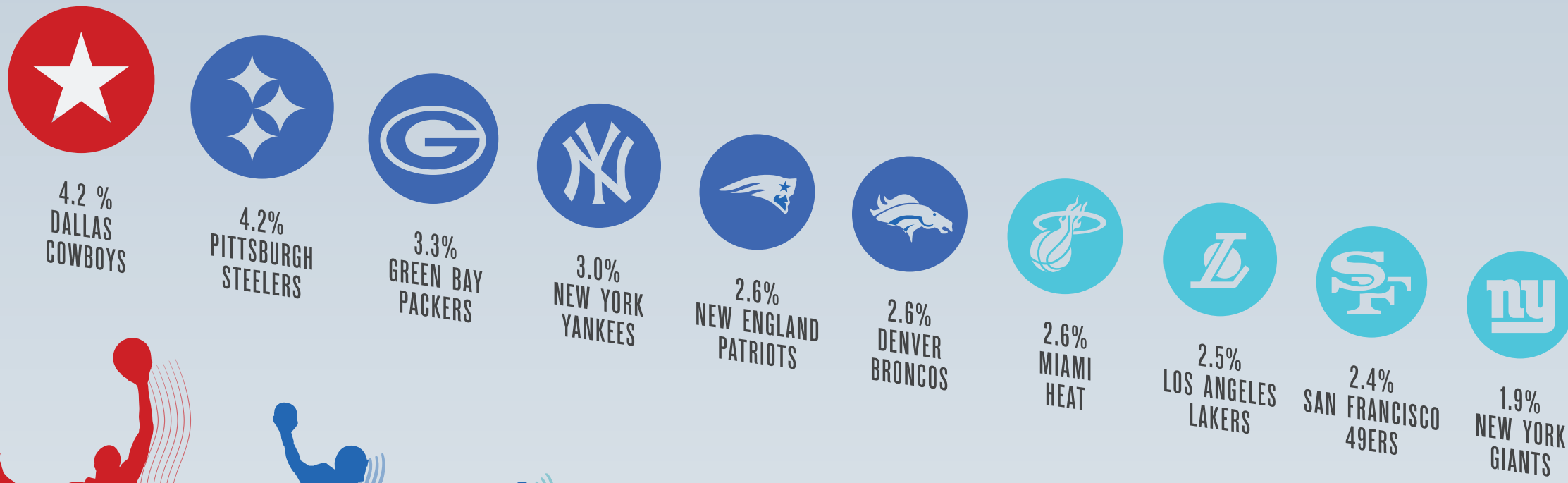


FAVORITE TV SOURCE

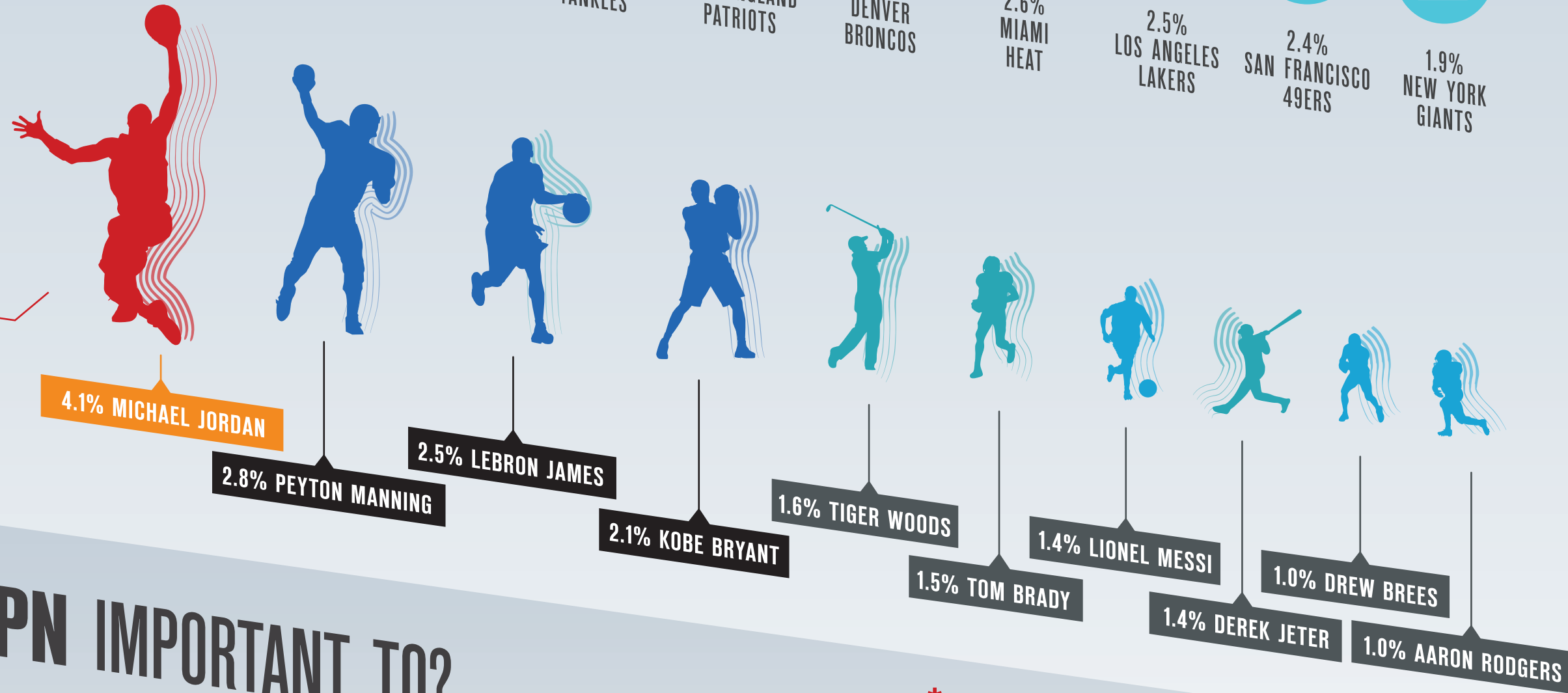
(AMONG SPORTS FANS)



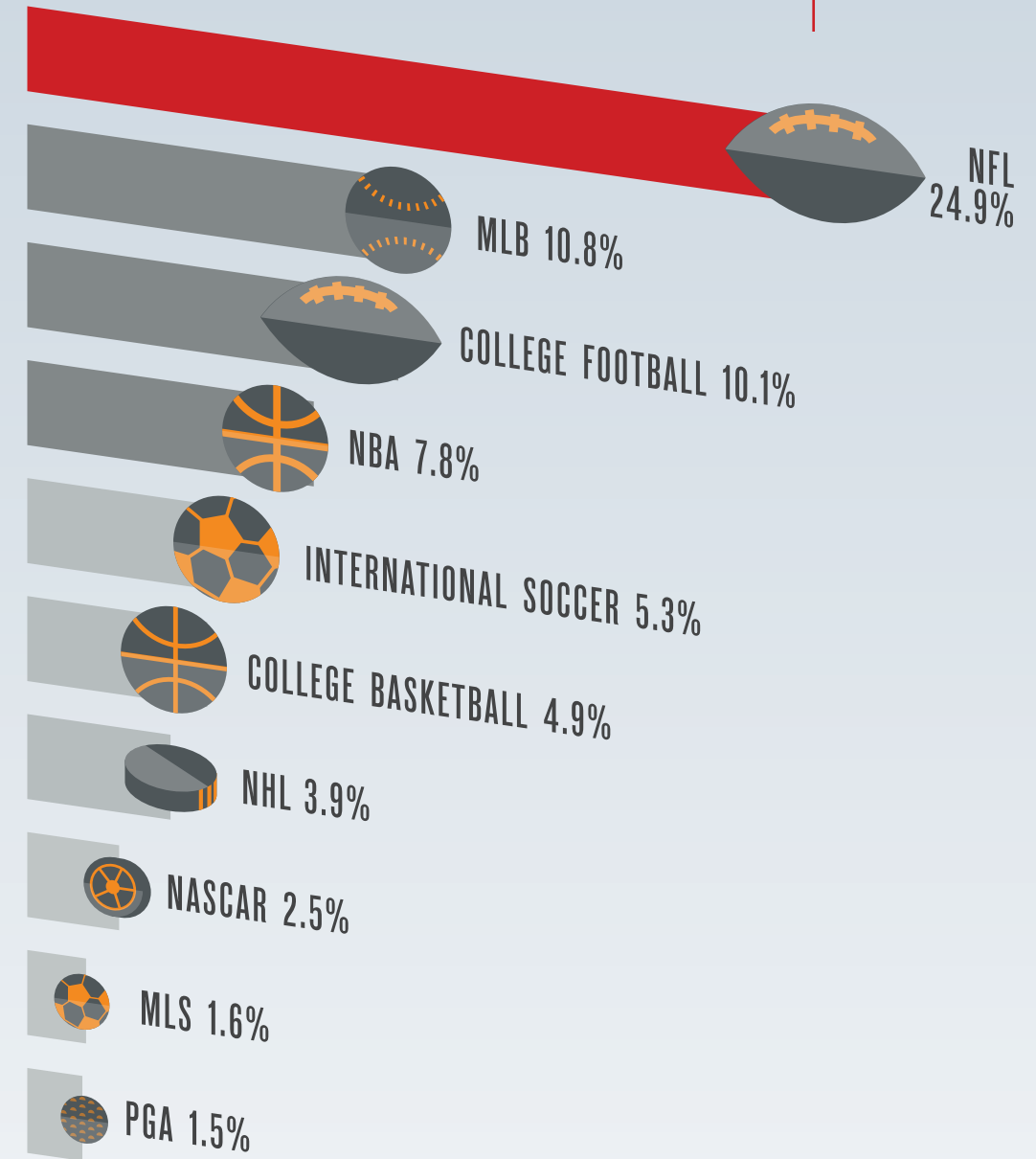
FAVORITE TEAM



FAVORITE ATHLETE

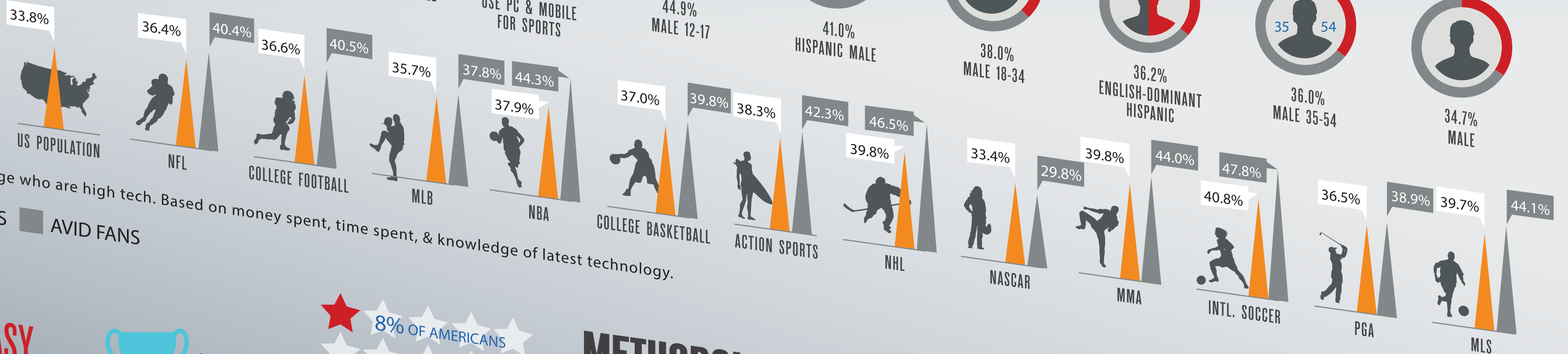
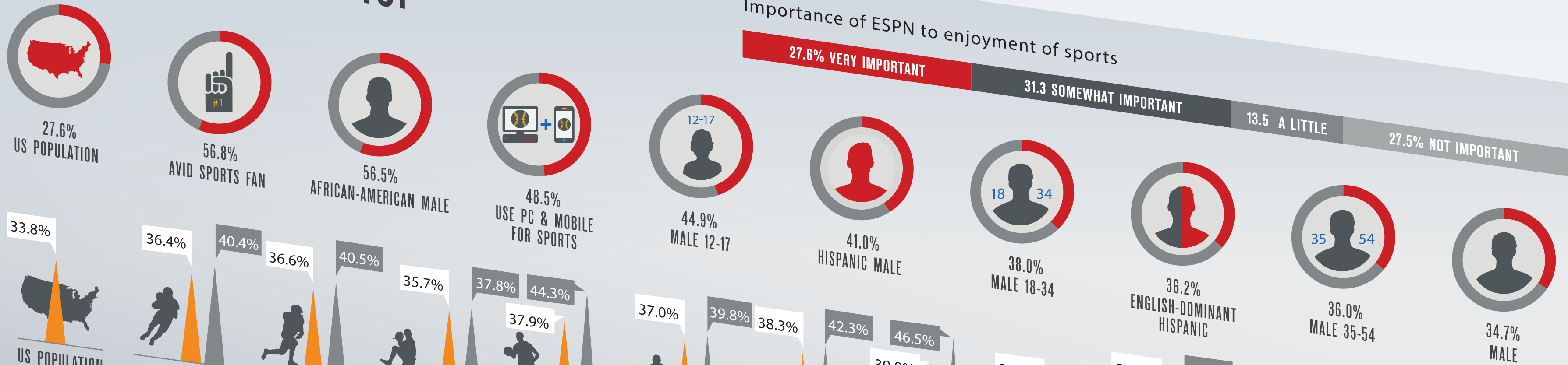


FAVORITE SPORT



WHO IS ESPN IMPORTANT TO?

* Importance of ESPN to enjoyment of sports



* Percentage who are high tech. Based on money spent, time spent, & knowledge of latest technology.

FANS AVID FANS

FANTASY PLAYERS



METHODOLOGY

ESPN Sports Poll conducts 1,500 monthly telephone interviews with a nationally representative sample of Americans age 12 and older. Interviews are conducted 356 days a year via landline and cell phone, and offered in both English and Spanish. Since 1994, Sports Poll has interviewed more than 390,000 Americans on their sports interests.