



**National Media Spots Inc.**

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## **Network Profile**

**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.**

### **Age Groups**

A 18-34	<b>26%</b>
A 35-54	<b>37%</b>
A 55+	<b>37%</b>
Median Age	<b>48</b>

### **Household Income**

\$75K+	<b>51%</b>
\$50K - \$74,999	<b>18%</b>
\$30K - \$49,999	<b>15%</b>
Median Income	<b>\$78K</b>

### **Education**

Attended College	<b>48%</b>
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### **Presence of Children**

1+ child HH	<b>31%</b>
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### **Home Ownership**

Own Home	<b>74%</b>
Rent Home	<b>23%</b>

### **Gender**

Male	<b>76%</b>
Female	<b>24%</b>