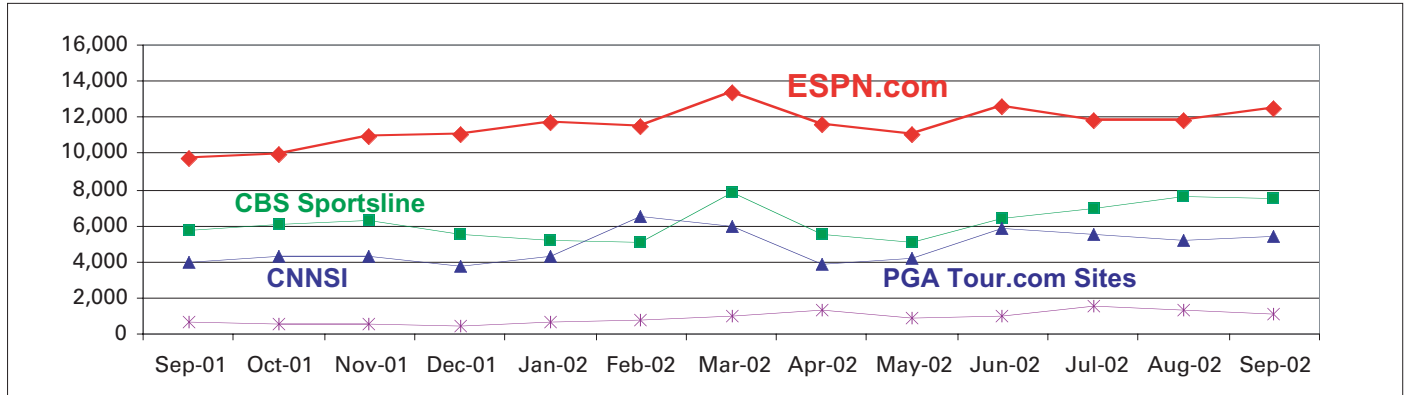


# THE GOLF LANDSCAPE



Media Metrix, 2002

## ESPN – Golf User Profile

Audience Profiler, 2002

- Men: 95%
- Single: 33% | Married: 57%
- Median age: 33 (52% between 18 and 34)
- Average Household income: \$81,600
- Any college: 93%
- Full-time employed: 82%

## Category Specific Highlights

Audience Profiler, 2002

- **AUTOS:** Intend to purchase an auto next year: 53%
- **ENTERTAINMENT:** Play games on their computer: 69%
- **FANTASY GAMES:** Play online Fantasy Golf Games: 33%
- **FINANCIAL:** Non-students with an investment portfolio: 88%. Average portfolio among non-students who invest: \$150,000
- **RETAIL:** Purchased products online in the past 12 months: 69%
- **SPORTING GOODS:** Planning to buy golf-related products in the next 12 months: 70%
- **TECHNOLOGY:** Full-time employees involved in company technology purchases: 57%
- **TELECOM:** Use a cell phone: 81%
- **TRAVEL:** Average number of total trips taken: 6

## Golf Highlights

Audience Profiler, 2002

- Visit the golf area of ESPN.com a few times per week: 31%
- Play 20+ rounds of golf per year: 38%
- Play fantasy golf on ESPN: 16%
- Likely to go on a golf vacation: 43%
- Will purchase (in the next 12 months):
  - Golf Balls: 71%
  - Golf shoes: 38%
  - Golf Clubs: 38%
  - Golf training aids: 13%
  - Golf apparel: 45%

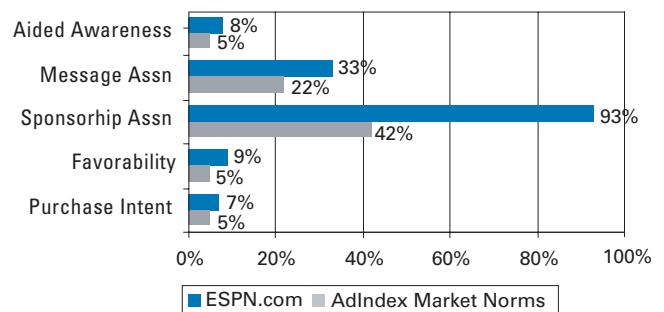
## ESPN.com Usage

Audience Profiler, 2002

- Around three-quarters (71%) of respondents are daily visitors to ESPN.com
  - 94 percent are satisfied with ESPN.com.
  - 92 percent stated that ESPN.com was their favorite national web site for acquiring sports news and information.
- ESPN was selected by nine out of ten respondents (90%) as their favorite brand that provides sports-related content and majority of them (96%) agree that ESPN is a leader in its industry.
- ESPN maintains a strong brand presence among its site visitors.
  - 20 percent of visitors regularly read or subscribe to *ESPN The Magazine*.
  - 63 percent report watching *SportsCenter* daily.

## Advertising On ESPN.com Works Better

Advertising on ESPN.com results in higher lifts in all branding metrics



Source: Dynamic Logic, November 2002 (19 studies, 17,534 surveys)