

¿HABLA ESPN DEPORTES?

Findings from the 1st ever Hispanic Sports Poll



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LANGUAGE LESSONS

- Hispanics are sports fans with a high degree of loyalty to sports sponsors
- Hispanic sports fans have a diversity of interests with regard to the sports they follow and watch on TV
- ESPN Deportes is uniquely positioned to meet this diversity of interests



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METHODOLOGY

- The Sports Poll tracks general fan profiles, viewing habits, sports industry trends and product usage data.
- Replicated sports poll to cover US Hispanic sports fans
 - 2 waves annually (March and September)
 - National sample size: 2,000 Hispanics age 18+ per wave
 - Male/Female mix: approximately 50%
 - Language stratification representative of overall US Hispanic population
 - 63% Spanish dominant
 - 20% Bilingual
 - 17% English dominant



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THE LANGUAGE OF CHOICE

83%

of Hispanics speak Spanish

*Hispanics spend **more time with Spanish language TV than English language TV***



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84%

of Spanish-speaking Hispanics consider themselves sports fans



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THEY APPRECIATE SPONSORS THAT ARE FANS TOO

233

Average index of loyalty claimed by Hispanics (vs. the general population) to companies that sponsor sports



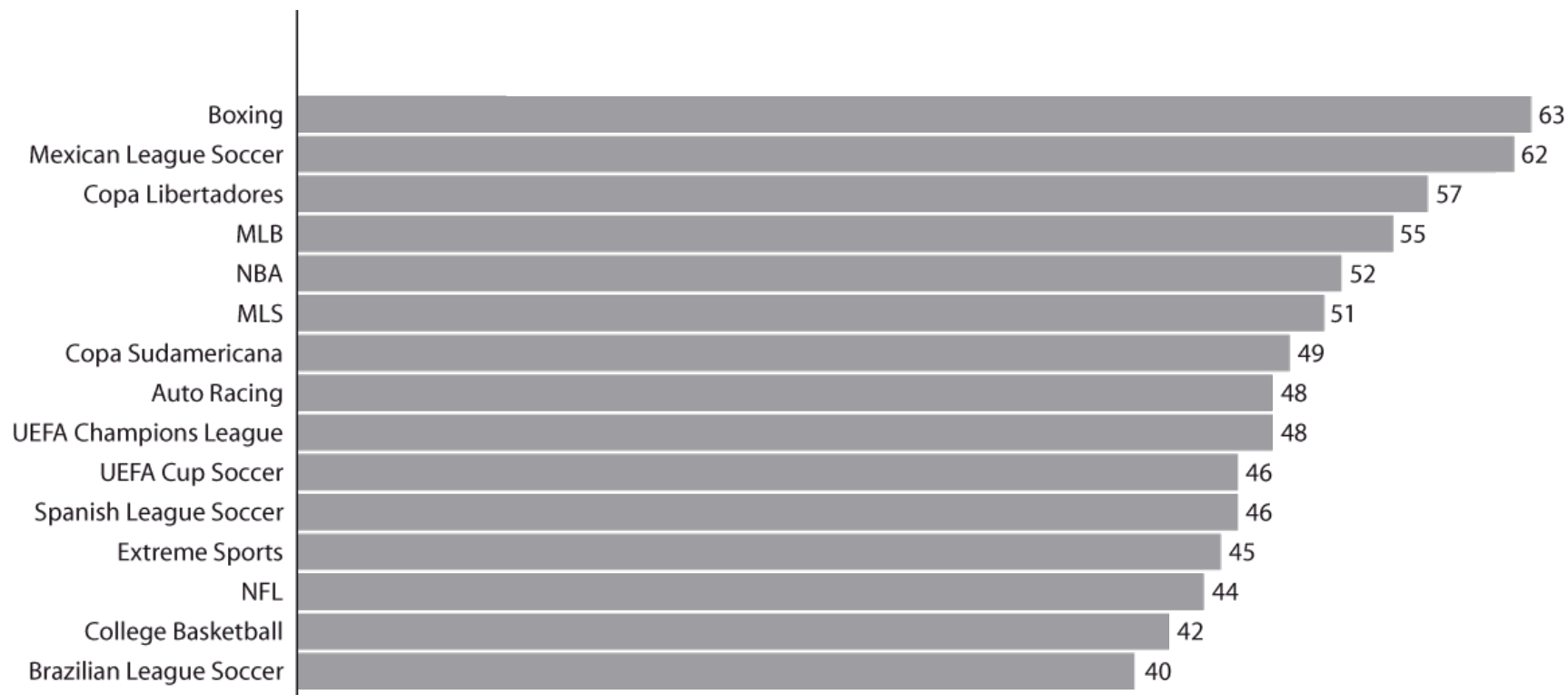
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HISPANICS HAVE VARIED SPORTS INTERESTS

(IT'S NOT JUST SOCCER ANYMORE)

Hispanic Fan Base % of Interest in Sport/League



Spanish-speaking Hispanics; includes regular season sports only

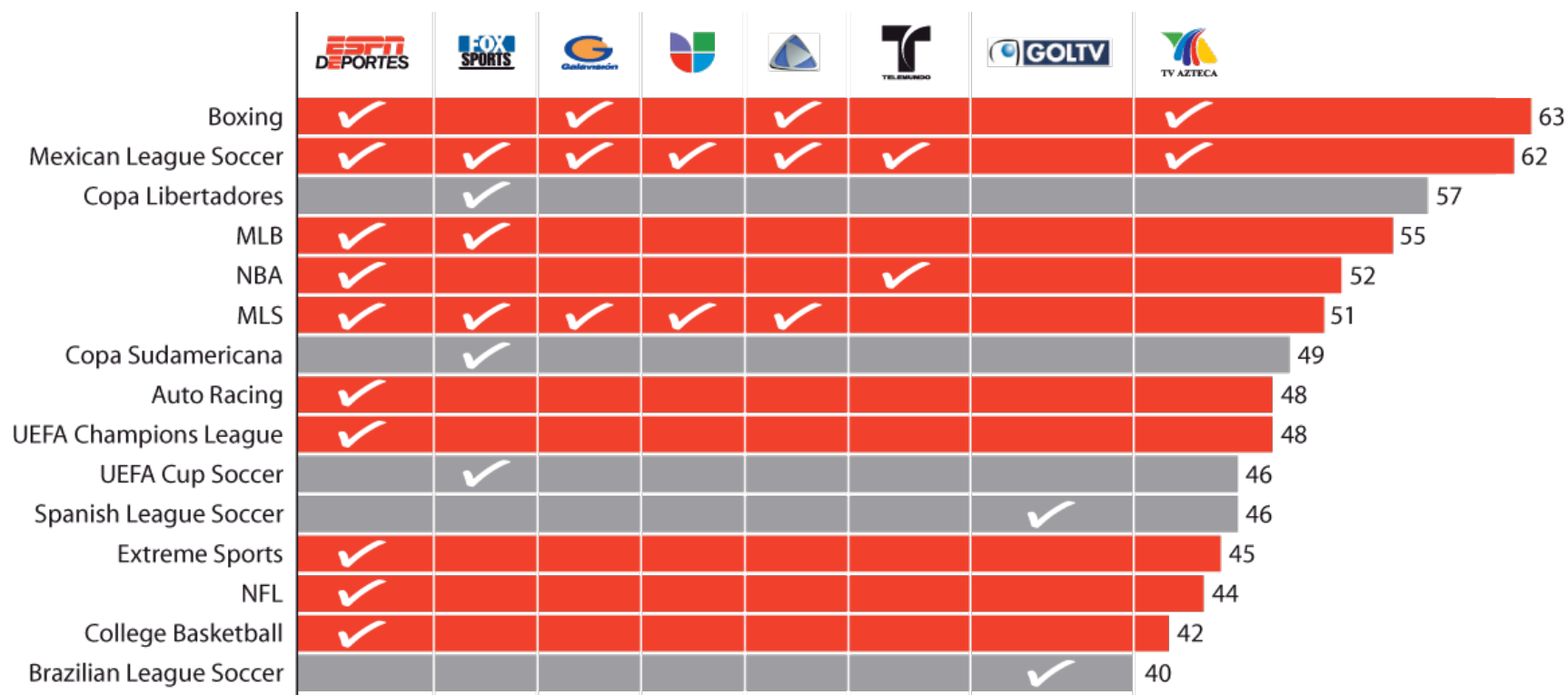
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9 OF THE TOP 15 SPORTS

SEE THEM ON ESPN DEPORTES

Hispanic Fan Base % of Interest in Sport/League



Spanish-speaking Hispanics; includes regular season sports only

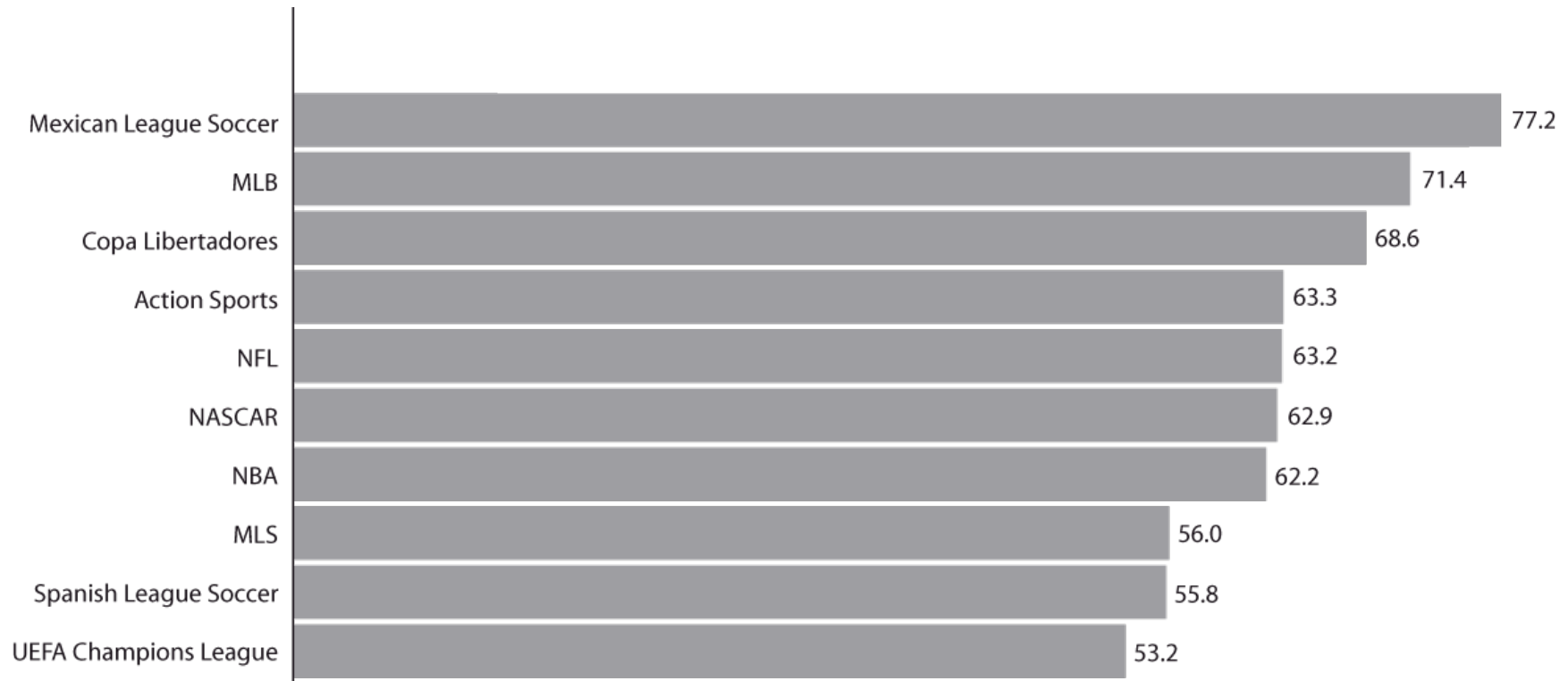
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THE VIEW FROM THE COUCH

ALSO WIDE-RANGING

Sports watched on TV



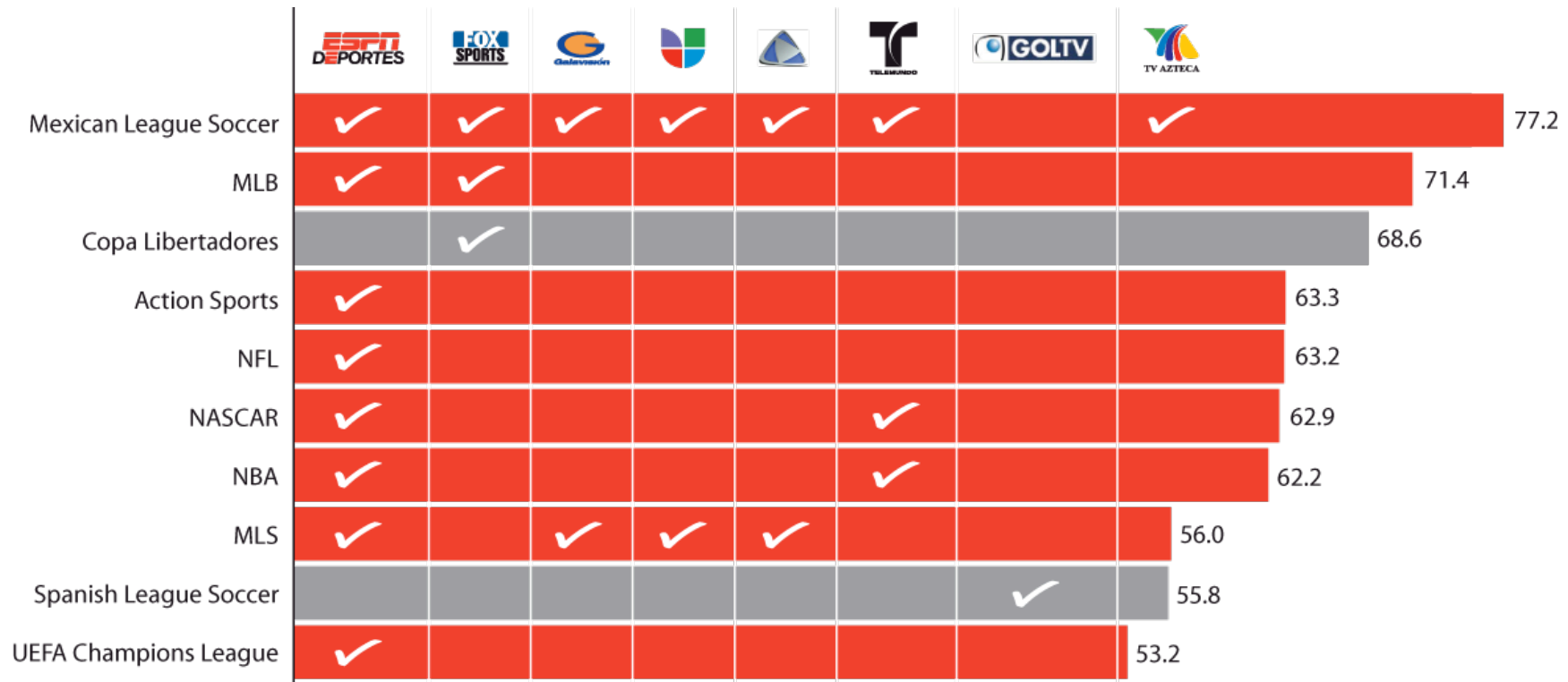
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80% OF THE TOP 10 SPORTS ON TV

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Sports watched on TV



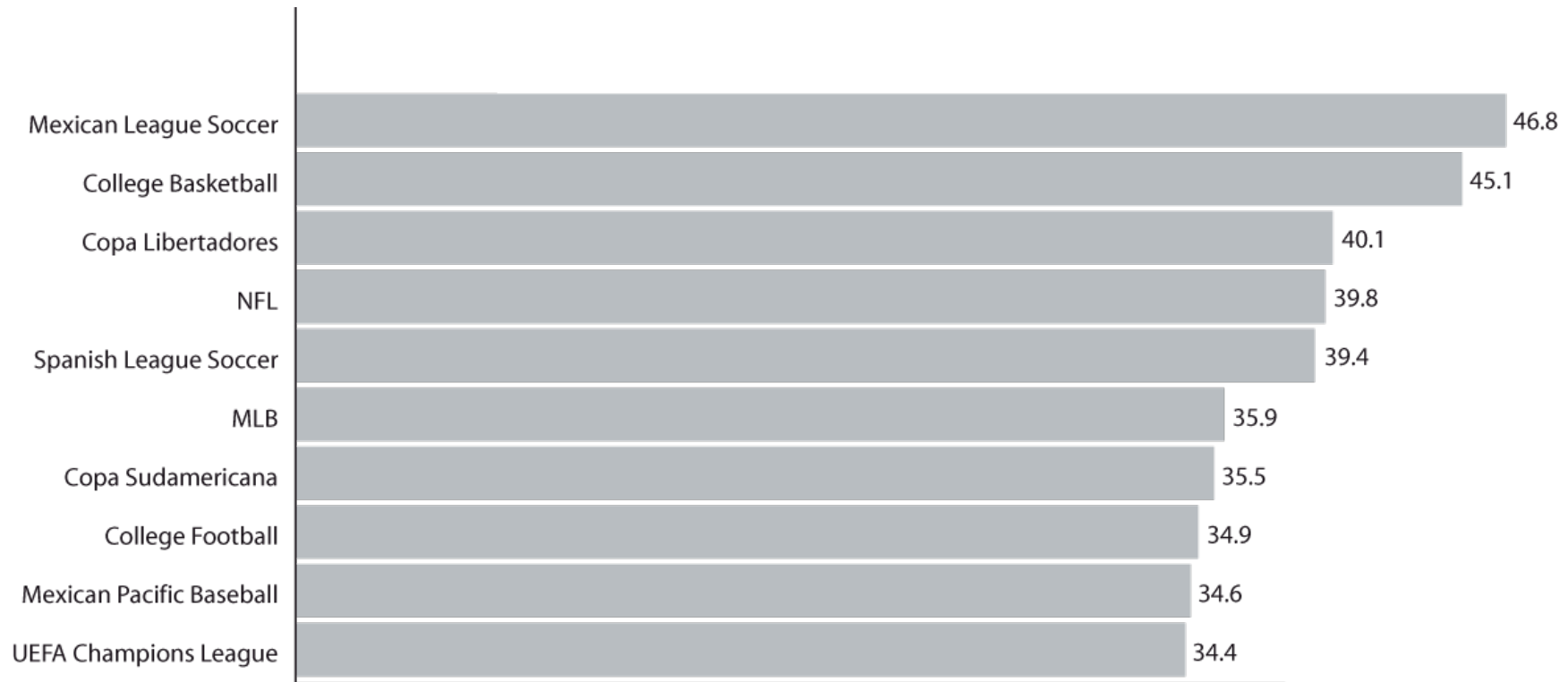
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MAY WE HAVE MORE PLEASE?

SPORTS ON THE RISE

Plan to watch more of compared to last year...

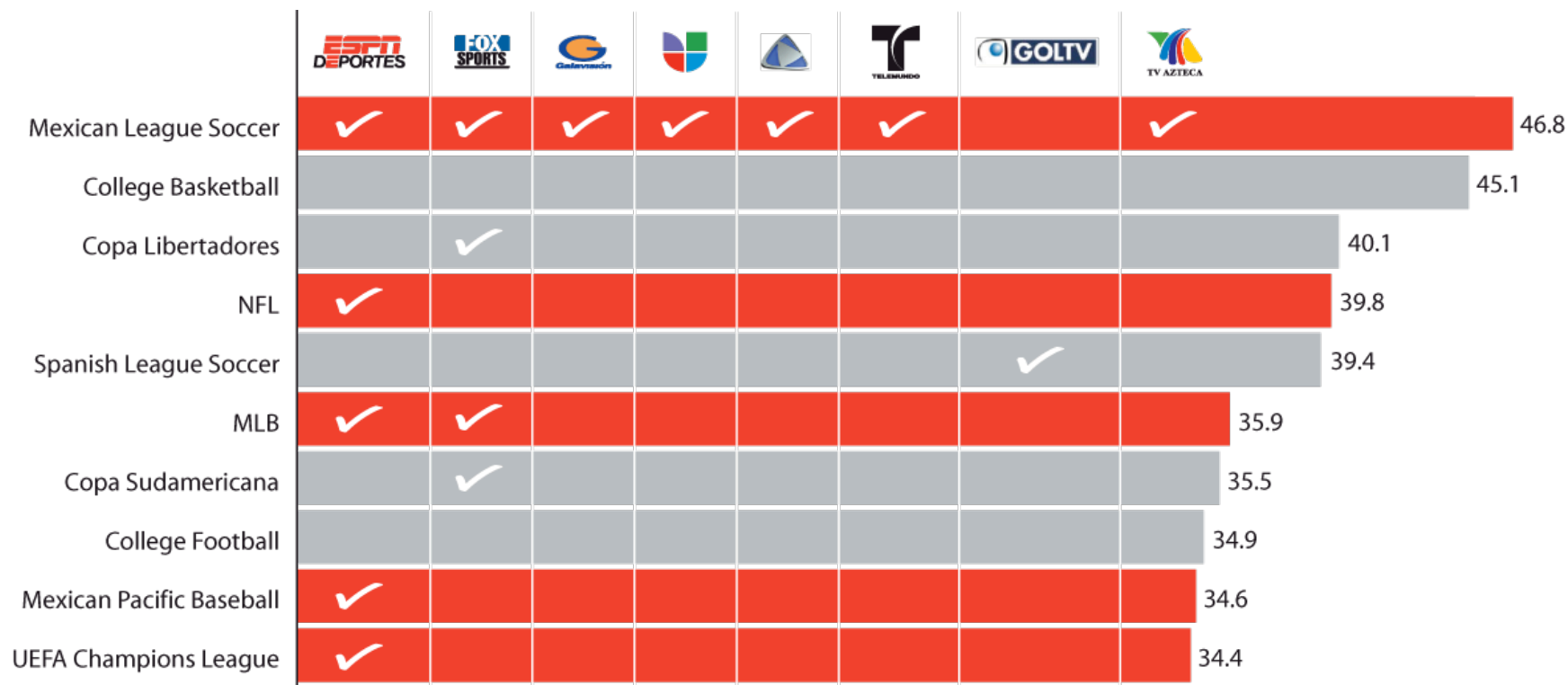


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HALF OF THOSE EXPECTED TO BE VIEWED MORE SEE THEM ON ESPN DEPORTES

Plan to watch more of compared to last year...



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HABLA MAS ESPN DEPORTES

Spanish speaking Hispanics get sports information from TV, radio, online and print

70% watched a report on TV

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ESPN Deportes is the only 24/7 Spanish language network dedicated to 100% sports programming

47% have read a newspaper or magazine in the past week

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LA REVISTA

Monthly frequency to reach Hispanic sports fans

30% have listened to radio

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RADIO

First Spanish 24-hour all sports radio network in the U.S.

83% Hispanic Spanish speakers with PC's have gone online

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The #1 Spanish language sports site¹



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¿ HABLA ESPN DEPORTES?

- Spanish speakers
- Sports fans
- Loyal consumers
- Varied sports interests
- Multimedia usage

Only ESPN Deportes has the breadth to cover it all



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APPENDIX



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Background/Methodology

Methodology

- 2 waves annually – administered in March and September
- Hybrid Sampling – mixture of RDD and Hispanic Surname
- Sample size is n=2,000 Hispanics in the U.S. population ages 18+ with approximately 50% males and 50% females. The sample break-out is as follows and is representative of the U.S. population's Hispanic group:
 - 63% Spanish dominant
 - 20% Bilingual
 - 17% English dominant
- The Spanish dominant definition is a person who speaks Spanish only or Spanish more than English in the home while the English dominant definition is a person who speaks English only or English more than Spanish in the home. The definition for Bilingual is a person who speaks both Spanish and English in the home. The Spanish and English dominant groups are labeled as Spanish Dom. and English Dom., respectively on the charts in this report.
- Survey offered in both Spanish (71% of interviews) and English languages (29% of interviews).
- Translated survey is approximately 20 minutes in Spanish.
- The General Poll represents 2006 quarter 1 data from the ESPN Sports Poll.



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Background/Methodology

Weighting

- The Sports Poll interviews a hybrid mixture of RDD and Hispanic Surname sample of 2,000 people 18 years of age or older twice a year. This random sample allows the Poll to get a good picture of the opinions and attitudes of U.S. Hispanics age 18+.
- A perfectly random sample includes the same proportion of males and females as is present in the U.S. Hispanic population. The perfect sample would also reflect the population in other demographic characteristics such as age, income and education.
- The Hispanics Sports Poll's sample is a very close match to the U.S. Hispanic population. However, some of the demographic characteristics of the sample do not exactly match the population. For example, 51% of the population is male, 49% female. A perfect sample would have close to 51% being male. The Hispanic Sports Poll's sample is actually 50% male and 50% female. This has the effect of under-representing the opinions males and over-representing the opinions of females. Keep in mind that this issue is not isolated to the Sports Poll. All research that collects information from some subset of the population has to handle this matter.
- The Sports Poll handles this variation through a technique called sample balancing or weighting. Most simply put, balancing adjusts for under-representation and over-representation of respondents based on their demographic characteristics.



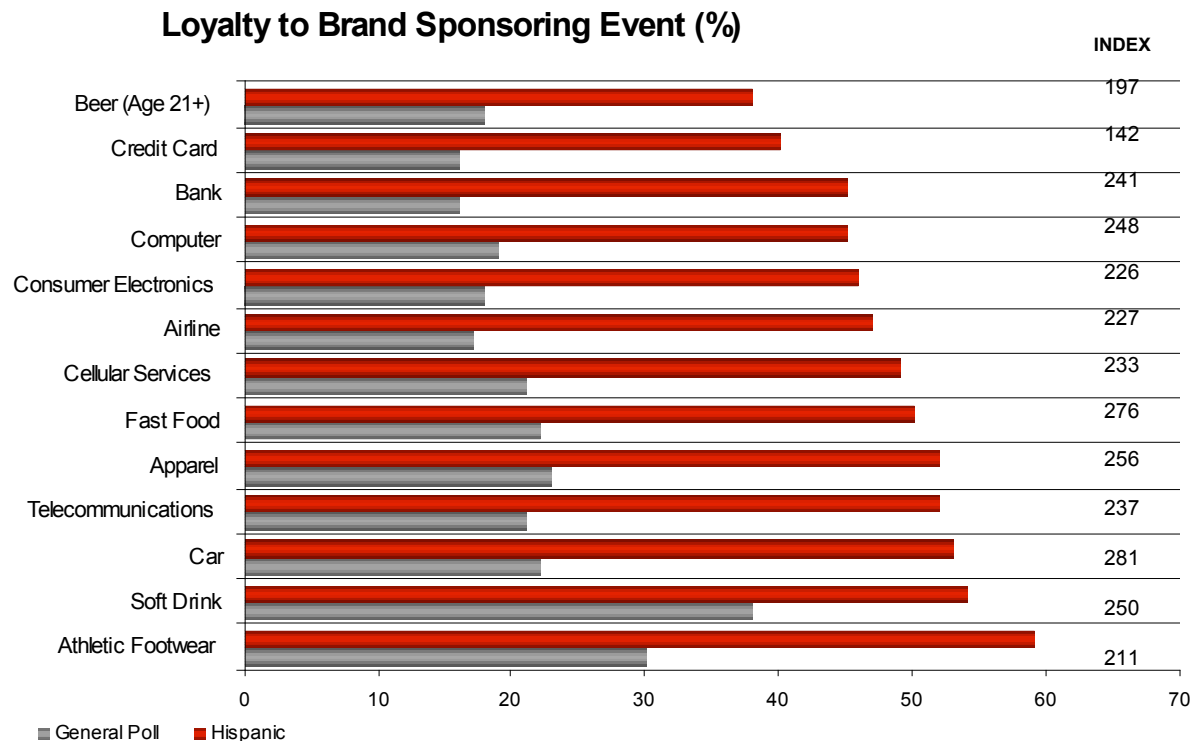
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Loyalty to Brand Sponsoring Event

- Hispanics claim to be much more loyal to event sponsors than the General Poll
- Hispanics over index on all Company brands or products when it comes to sponsoring an event

How loyal would you feel towards a [INSERT COMPANY] that sponsored an event or sport you followed?



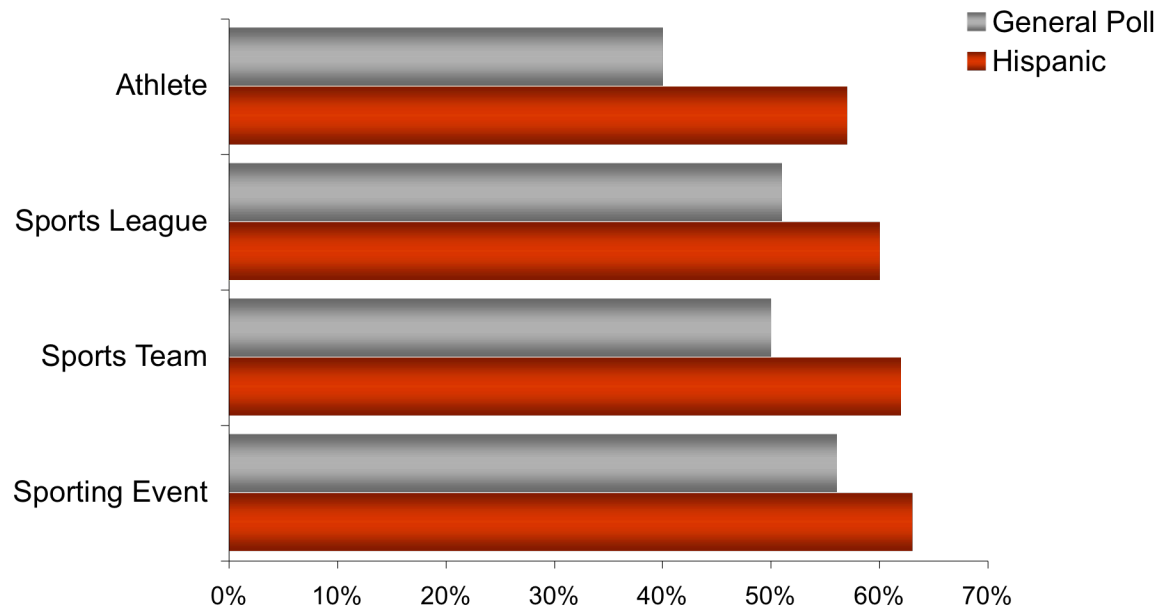
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Acceptability of Company's Sponsoring an Event

- Hispanics consider most events as acceptable venues for sponsorship than General Poll
- Hispanics over index on acceptability of company sponsoring sports

Acceptability of Company's Sponsoring an Event



Acceptability of a Company's Sponsoring an Event or Sport Top 2 Box (Definitely/Somewhat Acceptable)?



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