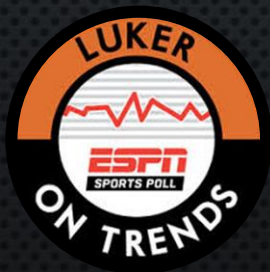




THE LOVE OF THE GAME
PAST, PRESENT, FUTURE

25 YEARS OF INTELLIGENCE

2018 MARKS THE 25TH YEAR OF THE LUKER ON TRENDS-ESPN SPORTS POLL, THE FIRST AND LONGEST-RUNNING TRACKING SERVICE ON SPORTS FANS IN THE WORLD. THE SPORTS POLL CURRENTLY TRACKS INTEREST IN 34 DIFFERENT SPORTS, TECHNOLOGY ENGAGEMENT, MEDIA USAGE, ATTENDANCE BEHAVIORS, AND SPONSORSHIP SUPPORT. IN TIME FOR MARCH, WE WOULD LIKE TO INTRODUCE YOU TO THE POWER OF THE SPORTS POLL BY USING COLLEGE BASKETBALL AS AN EXAMPLE.



SOURCE: LUKER ON TRENDS-ESPN SPORTS POLL



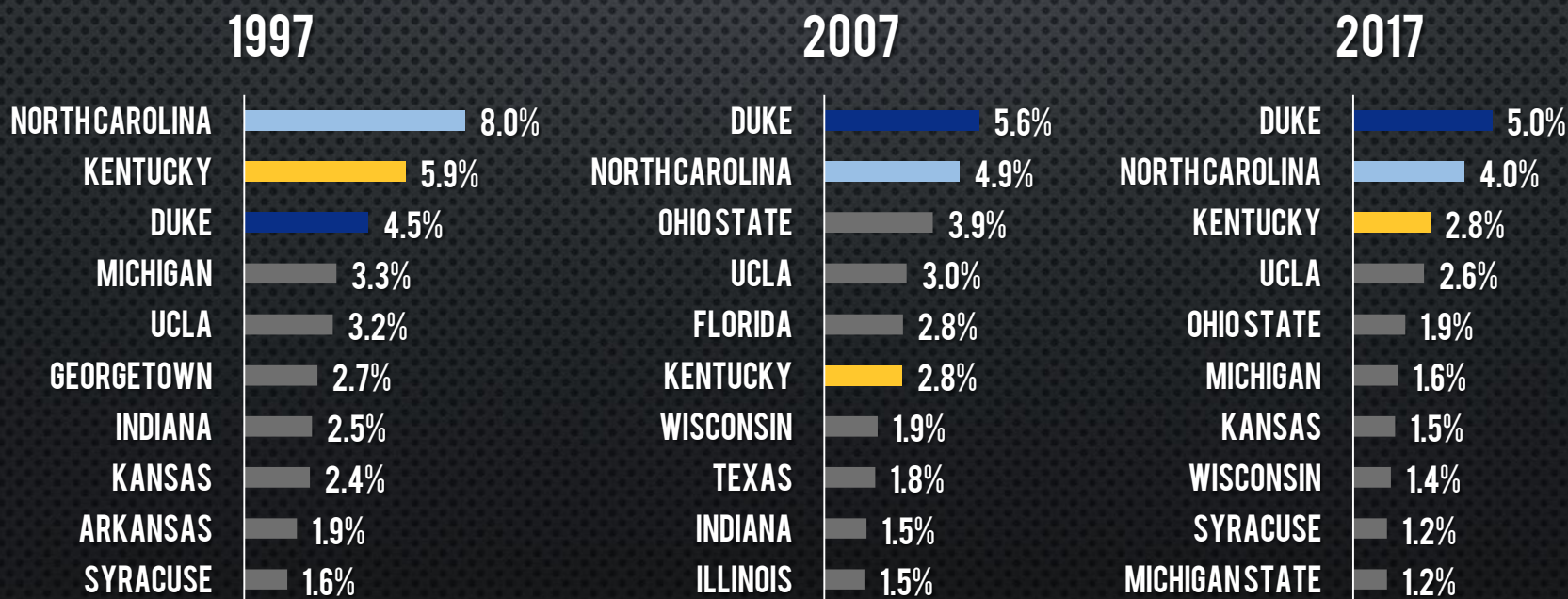


25 YEARS OF INTELLIGENCE

**THE SPORTS POLL HAS TRACKED CORE FAN
METRICS, INCLUDING FAVORITE COLLEGE
BASKETBALL TEAM, SINCE 1994.**

“BLUE BLOODS” HAVE STAYING POWER AT THE TOP

THE LUKER ON TRENDS-ESPN SPORTS POLL HAS TRACKED FAVORITE COLLEGE BASKETBALL TEAMS SINCE 1994. OVER THAT TIME, THE TOP TEN FAVORITE TEAMS HAVE BEEN REMARKABLY CONSISTENT. DUKE, NORTH CAROLINA, AND KENTUCKY HAVE TRADITIONALLY RANKED AT THE TOP. EITHER DUKE OR UNC HAS RANKED AS THE #1 FAVORITE EVERY YEAR SINCE 1994.

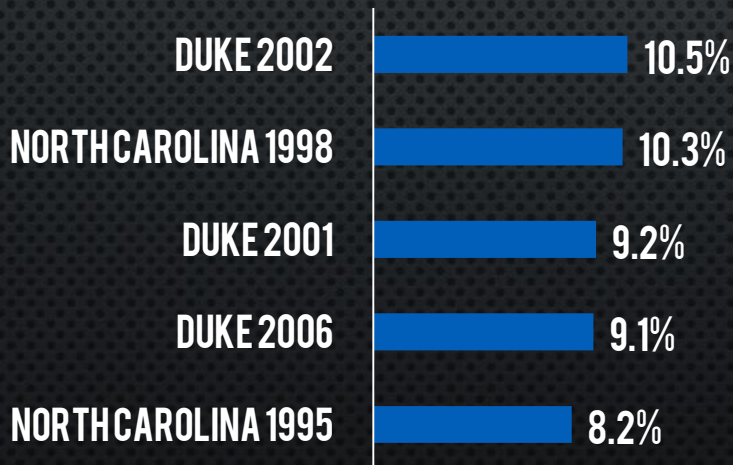


SOURCE: LUKER ON TRENDS-ESPN SPORTS POLL

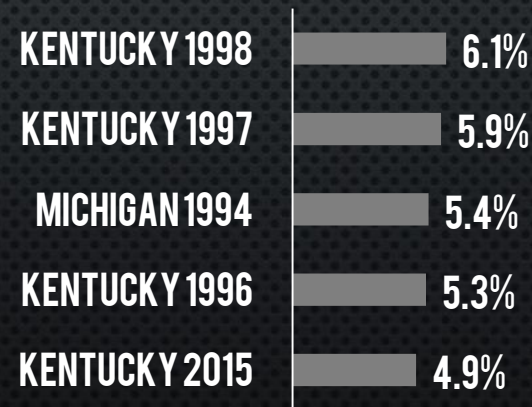
DUKE'S 2002 TEAM WAS THE MOST POPULAR

OVER THESE PAST 25 YEARS, DUKE'S 2002 TEAM WAS THE MOST POPULAR, FOLLOWED BY UNC'S 1998 TEAM. ODDLY ENOUGH, NEITHER OF THOSE TEAMS WON THE NATIONAL CHAMPIONSHIP. THE MOST POPULAR NON-DUKE OR UNC TEAM WAS KENTUCKY IN 1998. THE ONLY OTHER SCHOOL INCLUDED BELOW IS THE 1994 MICHIGAN TEAM (THAT FEATURED FOUR OF THE ORIGINAL FAB 5 PLAYERS).

MOST POPULAR TEAMS SINCE 1994



MOST POPULAR TEAMS SINCE 1994 (BESIDES DUKE & UNC)



% OF COLLEGE BB FANS SAYING TEAM IS THEIR FAVORITE
SOURCE: LUKER ON TRENDS-ESPN SPORTS POLL



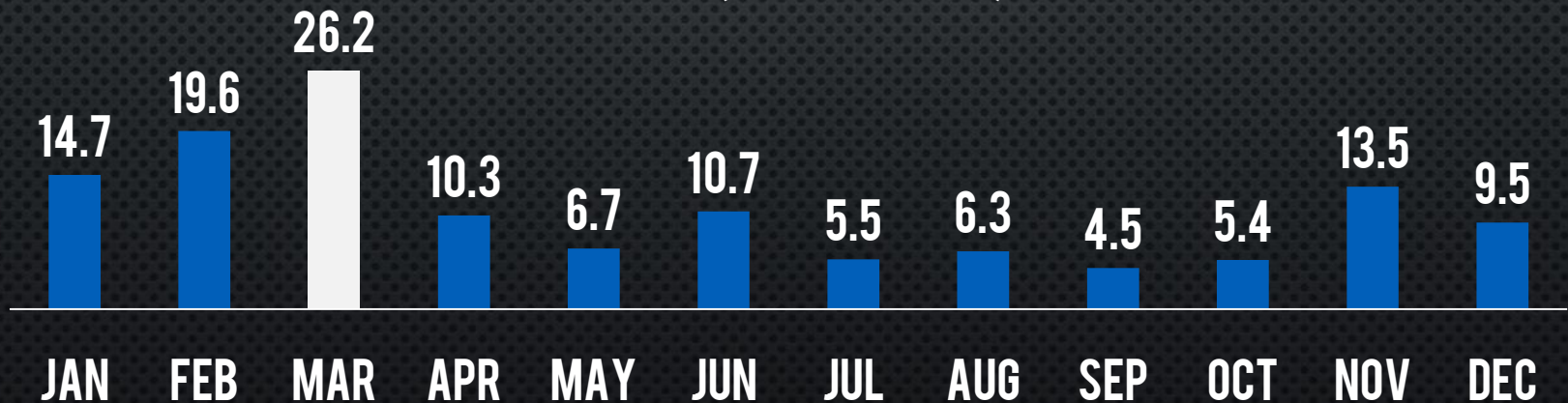
DATA COLLECTED YEAR-ROUND

**SPORTS FANS CHANGE THEIR PREFERENCES
OVER THE COURSE OF THE YEAR. COLLEGE
BASKETBALL PROVIDES A PERFECT EXAMPLE OF
SEASONALITY.**

26 MILLION FANS PRIORITIZE COLLEGE BB IN MARCH

IN 2017, 26 MILLION COLLEGE BASKETBALL FANS SAID THEY WERE MOST INTERESTED IN COLLEGE BASKETBALL DURING MARCH. THERE IS A BUILDUP AS INTEREST INCREASES FROM JANUARY TO FEBRUARY AND THEN PEAKS DURING MARCH. NO SPORT ENJOYS A GREATER SEASONAL SPIKE THAN COLLEGE BASKETBALL.

NUMBER OF COLLEGE BASKETBALL FANS
WHO ARE MOST INTERESTED IN COLLEGE BASKETBALL BY
MONTH (IN MILLIONS)



N = 9020 COLLEGE BASKETBALL FANS
SOURCE: LUKER ON TRENDS-ESPN SPORTS POLL

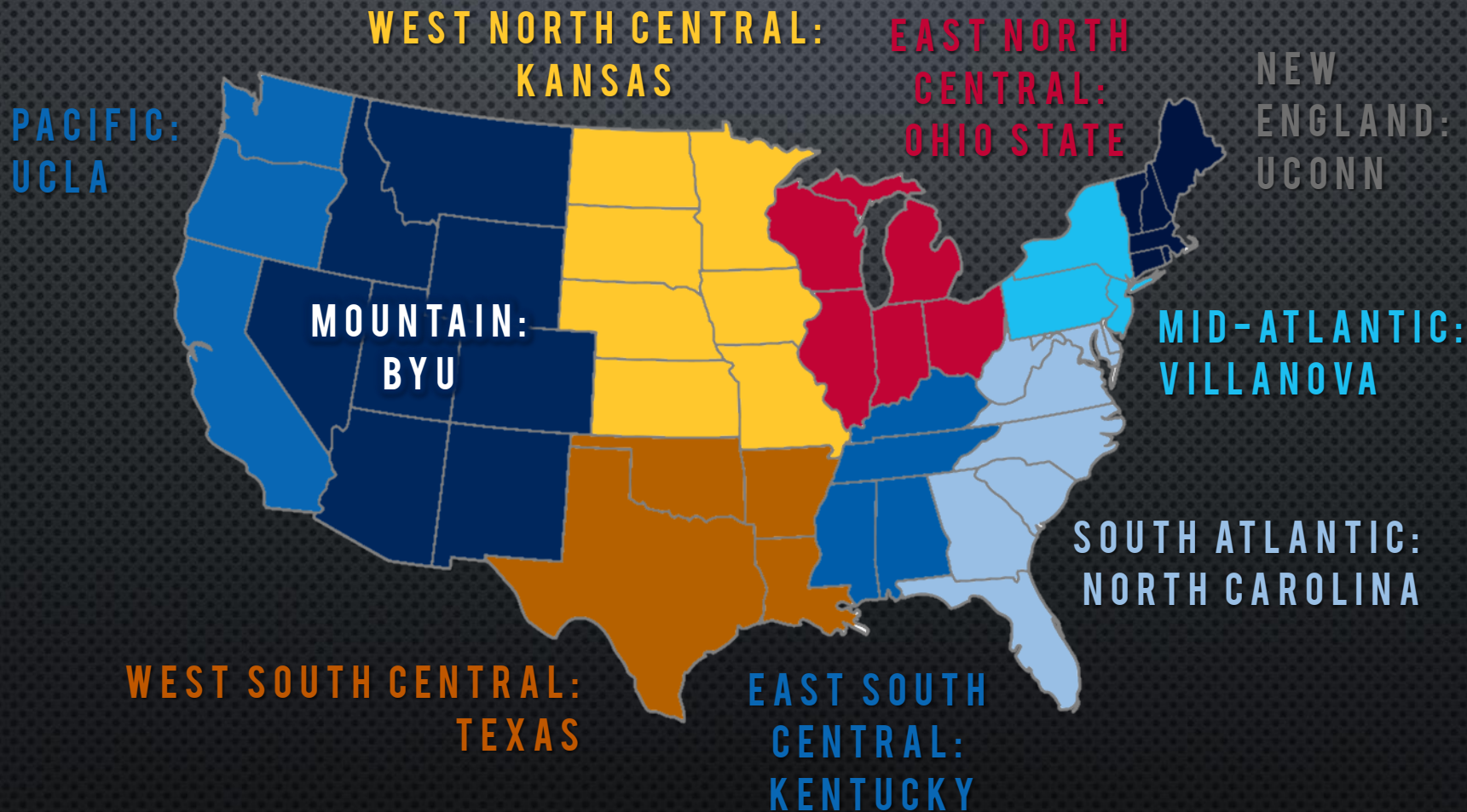


COVERAGE OF THE ENTIRE US POPULATION

**INTEREST IN SPORTS VARIES
DRAMATICALLY WITHIN DIFFERENT PARTS
OF THE COUNTRY. SO DO SCHOOL
PREFERENCES.**

FAVORITE TEAMS BY REGION: 2017

DUKE IS THE NATIONAL FAVORITE, BUT NOT #1 IN ANY REGION



SOURCE: LUKER ON TRENDS-ESPN SPORTS POLL



INTELLIGENCE BEYOND “DATA”

**EVERY MONTH LUKER ON TRENDS
PROVIDES INTELLIGENCE THAT LOOKS AT
TRENDS AND EMERGING ISSUES IN
GREATER DEPTH.**

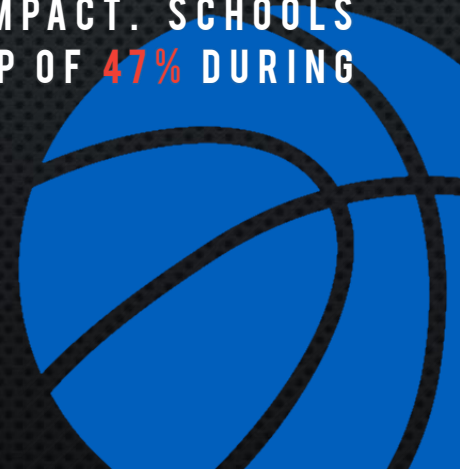
NATIONAL CHAMPS GET A 57% BOOST IN POPULARITY

- SINCE 1994, THE COLLEGE BASKETBALL NATIONAL CHAMPION HAS RECEIVED AN AVERAGE BUMP OF 57% IN POPULARITY AS FAVORITE TEAM DURING THE YEAR THEY WON THE TITLE. THE HALO TYPICALLY LASTS MORE THAN JUST THAT YEAR TOO. POPULARITY WAS 48% HIGHER FOR NATIONAL CHAMPS IN THE SECOND YEAR (COMPARED TO PRE-CHAMPIONSHIP).*
- UNC RECEIVED A 13% BOOST DURING THEIR CHAMPIONSHIP YEAR IN 2017. VILLANOVA RECEIVED THE HIGHEST SINGLE-YEAR BOOST (131%) IN 2016.
- A FINAL FOUR RUN CAN HAVE NEARLY AS GREAT AN IMPACT. SCHOOLS THAT MADE THE FINAL FOUR RECEIVED AN AVERAGE BUMP OF 47% DURING THAT YEAR**.

*EXCLUDES FLORIDA (WHICH WON BACK-TO-BACK NATIONAL TITLES)

**EXCLUDES SCHOOLS THAT STARTED AT 0% FAVORITE IN PREVIOUS YEAR

SOURCE: LUKER ON TRENDS-ESPN SPORTS POLL





COVERAGE OF US POPULATION 12 AND OLDER

12-17 YEAR-OLDS HAVE TRADITIONALLY BEEN THE BIGGEST SPORTS FANS. THEY HAVE ALSO BEEN THE MOST LIKELY TO CHANGE THEIR INTERESTS, FAVORITE COLLEGE BASKETBALL TEAMS INCLUDED.

NATIONAL CHAMPS GET 187% BOOST WITH TEENS

- THE NATIONAL CHAMPION HAS INCREASED IN POPULARITY BY AN AVERAGE OF **187%** WITH 12-17 YEAR-OLDS SINCE 1994. UNC RECEIVED A 46% BOOST AS FAVORITE TEAM WITH 12-17 YEAR-OLDS IN 2017.
- THE BANDWAGON EFFECT GOES BEYOND THE NATIONAL CHAMPS TOO. UCLA (LED BY LONZO BALL) RANKED AS 12-17 YEAR-OLDS' FAVORITE COLLEGE BASKETBALL TEAM IN 2017 - MORE THAN TWICE AS POPULAR THAN THEY WERE WITH ALL COLLEGE BASKETBALL FANS.



SWEET 16 TEAM POPULARITY

DUKE	1
KENTUCKY	3
MICHIGAN	6
KANSAS	7
SYRACUSE	9
VILLANOVA	11
GONZAGA	13
WEST VIRGINIA	25
FLORIDA STATE	35
PURDUE	41
TEXAS A&M	45
CLEMSON	53
TEXAS TECH	59
KANSAS STATE	76
NEVADA	80
LOYOLA (CHICAGO)	NR

*NOTE: 222 SCHOOLS RECEIVED AT LEAST ONE MENTION IN 2017
SOURCE: LUKER ON TRENDS-ESPN SPORTS POLL



METHODOLOGY

- THE LUKER ON TRENDS-ESPN SPORTS POLL IS CONDUCTED FROM A REPRESENTATIVE SAMPLE OF AMERICANS 12 AND OLDER BY SSRS. THE SPORTS POLL TRACKS INTEREST IN 34 DIFFERENT SPORTS (45, INCLUDING SOCCER LEAGUES), TECHNOLOGY ENGAGEMENT, SPORTS TELEVISION VIEWERSHIP, ATTENDANCE BEHAVIORS, AND SPONSORSHIP SUPPORT.
- DATA IS COLLECTED 350 DAYS A YEAR FROM A NATIONALLY REPRESENTATIVE SAMPLE OF AMERICANS AGE 12 AND OLDER BY SSRS. INTERVIEWS ARE CONDUCTED WITH 1,500 AMERICANS EACH MONTH VIA LANDLINE AND CELL PHONE, AND OFFERED IN BOTH ENGLISH AND SPANISH.
- THE 2017 DATA IN THIS REPORT IS BASED ON A NATIONALLY REPRESENTATIVE SAMPLE OF 9020 COLLEGE BASKETBALL FANS AGE 12 AND OLDER.



CONTACT

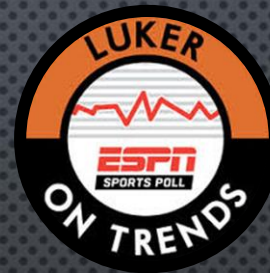


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SOURCE: LUKER ON TRENDS-ESPN SPORTS POLL

