



IMG COLLEGE LICENSING

APRIL 2018

Capabilities

The Endeavor Global Insights Group capabilities span a wide array of analytic specializations.



CONSUMER DEMOGRAPHY



PSYCHOGRAPHIC PROFILING



TRENDS ASSESSMENT



ROO/ROI MEASUREMENT



MEDIA ANALYSIS



BRAND RESONANCE



SOCIAL / DIGITAL / INFLUENCER



EVENT / VENUE AUDITS



PRIMARY RESEARCH



INTERNATIONAL



SPONSORSHIP SUPPORT



TALENT / ATHLETES

Vendor Portfolio

Core to our philosophy is a commitment to leverage best-in-class data providers to insure comprehensive, insightful, and actionable guidance. By adopting our philosophy of continual curation of the best 3rd party providers will mitigate errors while increasing insight reliability and operational impact.



Syndicated Data Resources

Marquee quantitative and qualitative analytics providers.

LINEAR MEDIA

- **Attentional**

- TV Overnights (UK)

- **Mediametrie**

- Eurodata Ratings Passport

- **Nielsen**

- Ad Intel

- AMRLD

- Arianna

- Black Local Monthlies

- Fast Affiliates

- Live+Beyond 7

- Local Overnights

- Local TV Ratings

- Market Breaks

- MVPD

- National TV Ratings

- Nielsen Buyer Insights

- NLTV

- NNTV

- N*Power

- SVOD

- TV Connect Device Market Break

- **SQAD**

- WRAP Overnights

- WRAP Sweeps

Mid-Tier

Multi-Market

Prime Lingo

USA+

Top-Tier

- **SMG Insights**

- **Simmons**

- Hispanic Consumer

- National Consumer

- Youth Consumer

FILM

- **Rentrak**

- Domestic Box Office Essentials

- International Box Office Essentials

Syndicated Data Resources

Marquee quantitative and qualitative analytics providers.

INDUSTRY

- **Ad Age Datacenter**
- **Capital IQ**
- **eMarketer**
- **L2**
- **The List**
 - US Advantage
 - Winmo
- **Nakono**
- **PitchBook**
- **PriceWaterhouseCoopers**
 - Media Outlook
- **SNL Kagan**
 - Global Multi-Channel Markets
 - Media Census
 - MRG Multimedia Technology
 - MRG Multiscreen Entertainment
 - MRG OTT
 - MRG Pay-TV
- **Statista**
- **WARC**

BOOKS

- **Nielsen Books**
 - BookScan
 - PubTrack Digital

CONSUMER TRENDS

- **Global Web Index**
 - PRO Data License- Global Data
- **IPSOS**
 - Affluent Survey
- **Mintel**
 - USA Library
 - Brazil Library
 - China Library
 - Global Market Sizes
- **SMG Insights**
- **Trendwatching**
- **Y-Pulse**

PUBLIC RELATIONS

- **Cision**
- **Law360**

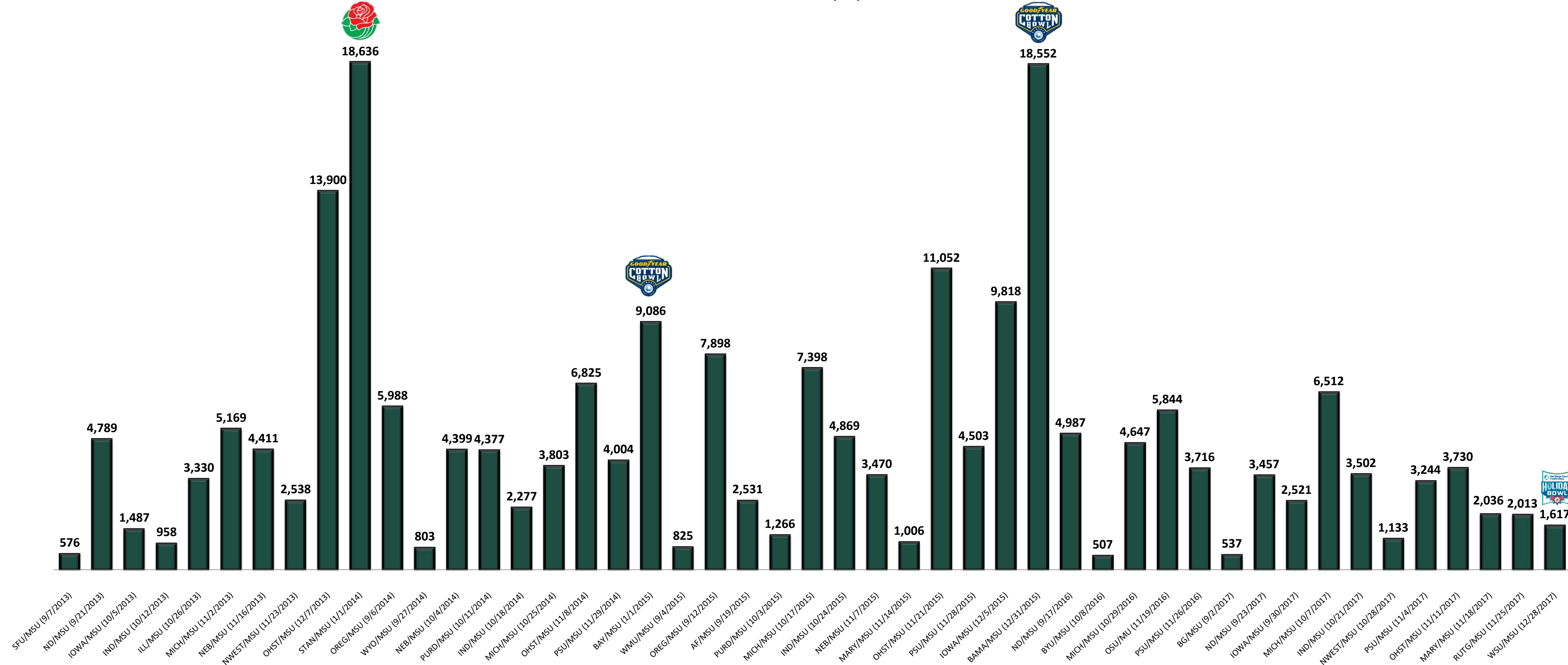
TELEVISION RATINGS



RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL // NATIONAL BROADCAST GAMES // 5-YEAR TRACK // AVG. DELIVERY BY GAME

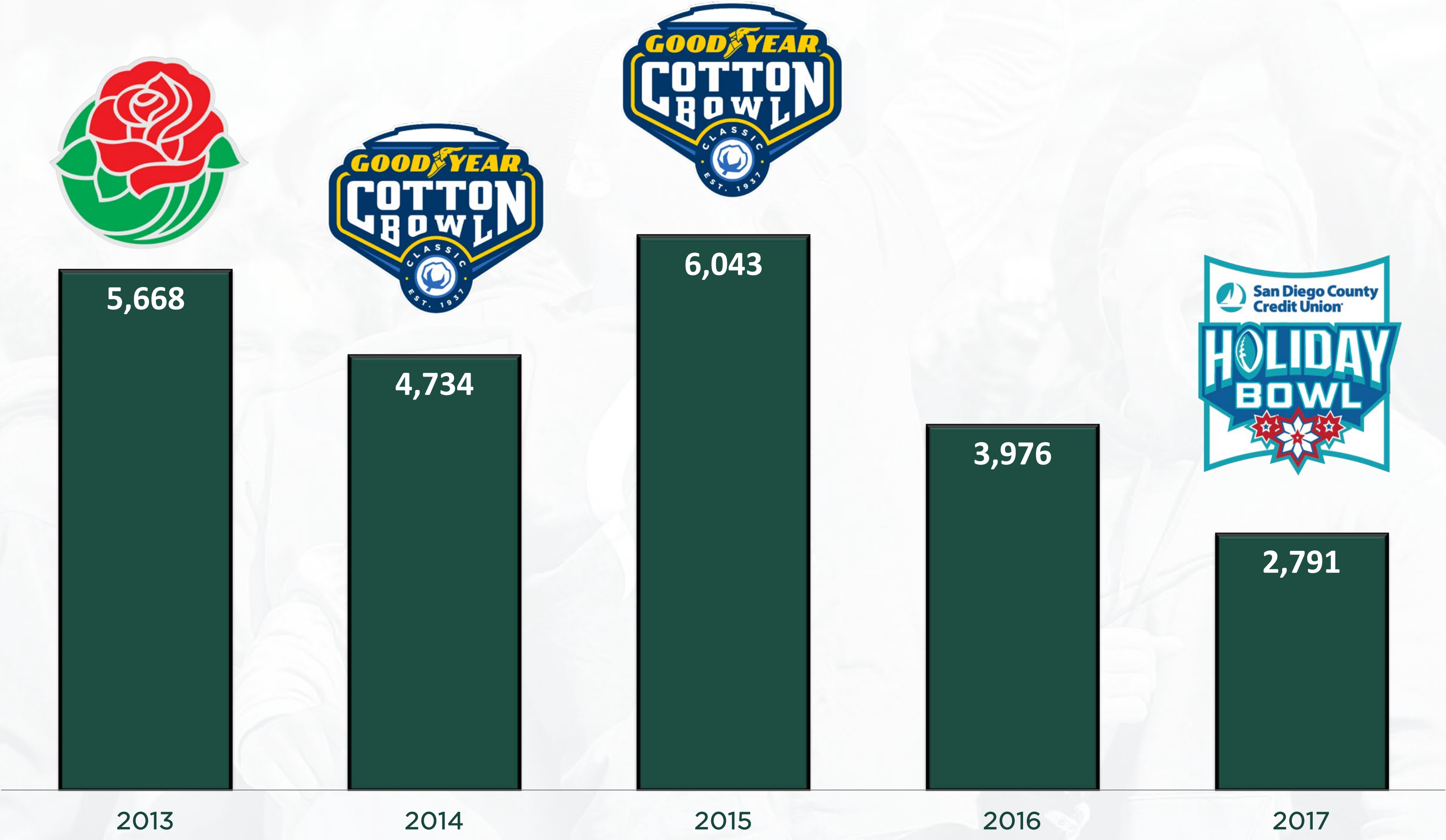
TOTAL VIEWERS (000)



RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL // NATIONAL BROADCAST GAMES // 5-YEAR TRACK // AVG. DELIVERY BY SEASON

TOTAL VIEWERS (000)

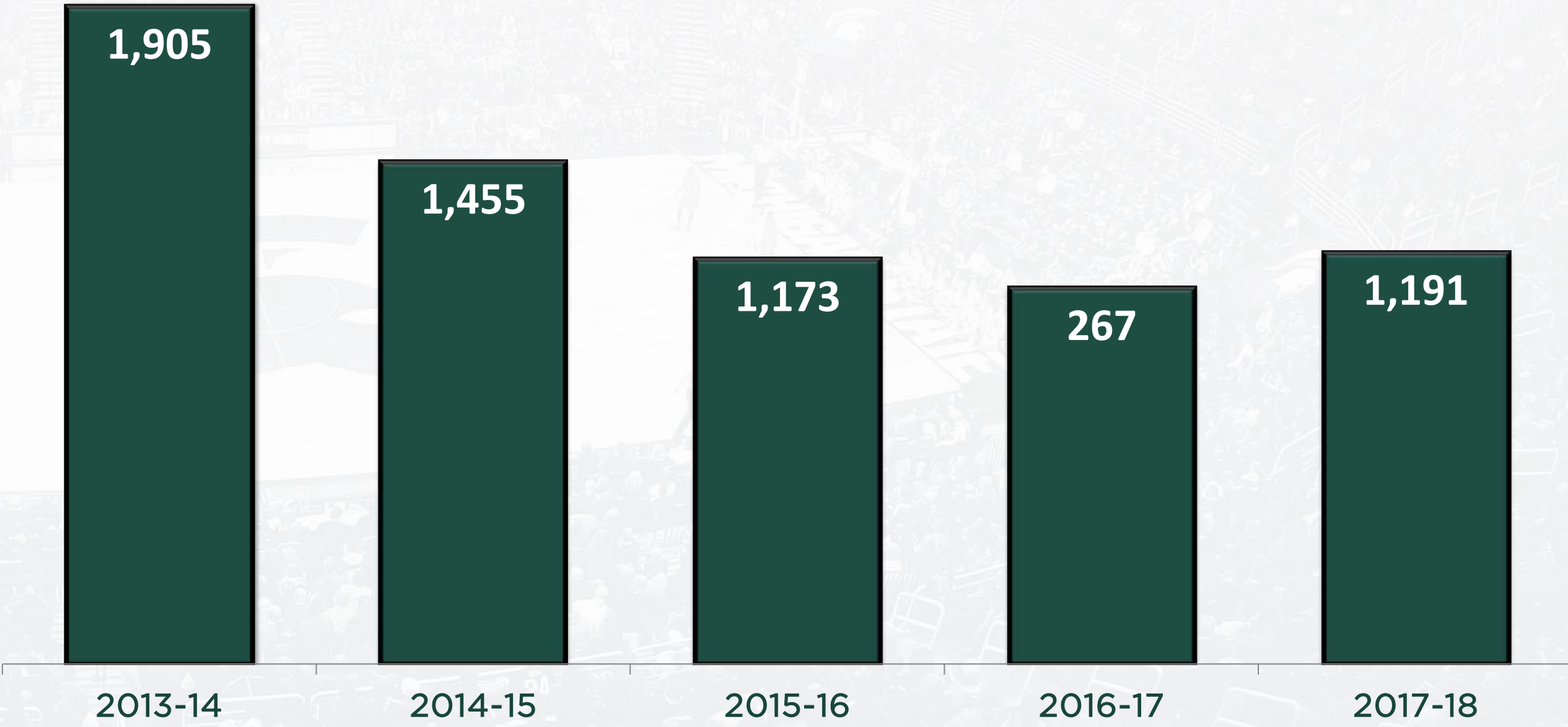


Source: Nielsen, NNTV, Live+SD, original exhibitions only. 2013 = 10 tc's, 2014 = 9 tc's, and 2015 = 12 tc's, 2016 = 5 tc's, 2017 = 11 tc's. Bowl game seasons noted by icons.

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY BASKETBALL // NATIONAL BROADCAST GAMES // 5 -YEAR TRACK // AVG. DELIVERY BY SEASON

TOTAL VIEWERS (000)



% OF MICHIGAN STATE UNIVERSITY FANS LIVING OUTSIDE THEIR LOCAL DMA OF LANSING

92.4%

TOP MARKETS WHERE MSU FANS RESIDE

(NOT INCLUDING LOCAL MARKET OF LANSING)

MARKET	% of MSU FANS
Detroit	24.5%
Flint-Saginaw Bay City	9.4%
Grand Rapids-Kalamazoo	8.9%
Chicago	7.6%
Traverse City-Cadillac	4.0%
New York City	3.6%
Philadelphia	2.8%
Tampa-St Pete-Sarasota	2.0%
Marquette	1.9%
Orlando-Daytona Beach	1.6%

Read as:

24.5% of MSU fans live in the **Detroit** DMA.

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

% OF RESIDENTS IN EACH DMA WHO IDENTIFY AS MSU FANS

MARKET	% of MSU FANS
Lansing	45.7%
Flint-Saginaw Bay City	31.1%
Marquette	26.2%
Detroit	23.2%
Traverse City-Cadillac	23.2%
Grand Rapids-Kalamazoo	19.4%
Alpena	10.9%
Odessa-Midland	5.5%
Toledo	5.4%
South Bend-Elkhart	4.6%

Read as:
45.7% of Lansing DMA residents are MSU fans.

GRAND RAPIDS

FLINT

DETROIT



DETROIT DMA



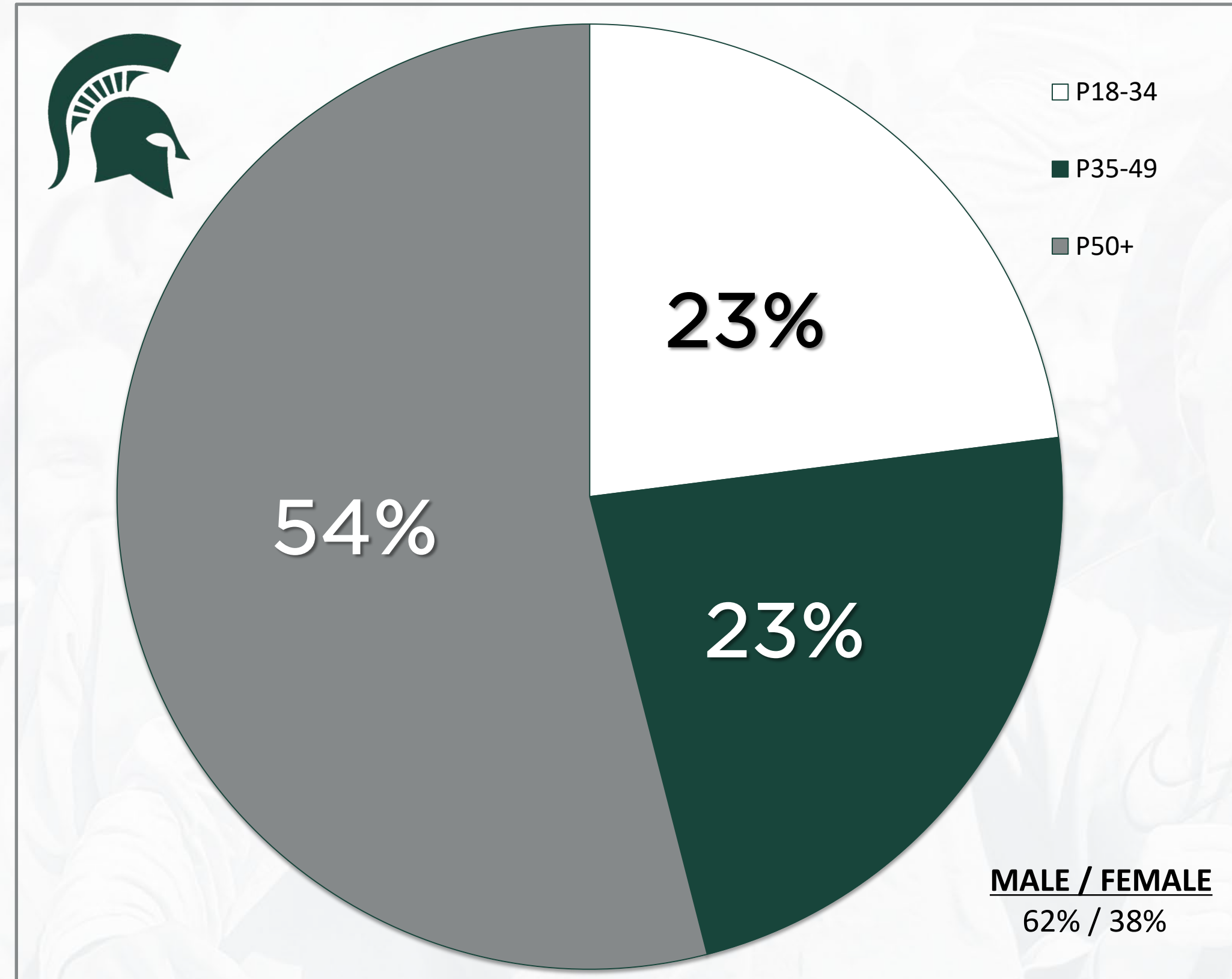
FAN PROFILE



RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // DETROIT DMA // AGE BREAKS

% COMPOSITION IS BASED ON PERSONS 18+



RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // DETROIT DMA // MARKET BREAKS

% COMPOSITION IS BASED ON PERSONS 18+

Read as:
41% of MSU fans have a HHI of \$75K+. MSU fans are 12% more likely to have a HHI of \$75K+ compared to the average Person 18+ in the Detroit DMA.




MARKET BREAKS	% RESP	INDEX
EDUCATION		
Some college	33%	97
High school graduate	30%	95
College graduate	16%	108
Post Graduate degree	13%	121
Some post graduate (no advanced degree)	3%	112
HH INCOME		
\$75K+	41%	112
\$100K+	26%	113
\$200K+	3%	124*
RACE / ETHNICITY		
White non-Hispanic	70%	99
Black non-Hispanic	21%	107
Hispanic	3%*	84*
Asian non-Hispanic	3%*	108*
Other non-Hispanic	3%*	90*

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // DETROIT DMA // ZIP CODES OF RESIDENCE (TOP 20)

% COMPOSITION IS BASED ON PERSONS 18+



ZIP CODES	% RESP*	INDEX*
48066 (Macomb County)	1.7%	129
48180 (Wayne County)	1.6%	90
48197 (Washtenaw County)	1.5%	122
48073 (Royal Oak)	1.2%	133
48198 (Washtenaw County)	1.2%	101
48210 (Detroit)	1.2%	150
48326 (Oakland County)	1.2%	168
48071 (Oakland County)	1.1%	154
48089 (Warren)	1.1%	72
48219 (Detroit)	1.1%	140
48336 (Oakland County)	1.1%	132
48091 (Warren)	1.0%	105
48103 (Washtenaw County)	1.0%	83
48125 (Dearborn Heights)	1.0%	142
48185 (Westland)	1.0%	106
48188 (Canton Township)	1.0%	132
48221 (Detroit)	1.0%	145
48310 (Sterling Heights)	1.0%	166
48105 (Washtenaw County)	0.9%	83
48193 (Wayne County)	0.9%	151

Read as:
 2% of MSU fans live in the 48066 zip code.
 MSU fans are 29% more likely to live in the 48066 zip code compared to the average Person 18+ living in the Detroit DMA.

DIGITAL INSIGHTS

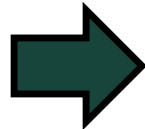


RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // DETROIT DMA // DEVICE OWNERSHIP & DIGITAL USAGE

% COMPOSITION IS BASED ON PERSONS 18+

Read as:
 20% of MSU fans shopped for sports logo apparel online in the last 12 months.
 MSU fans are 52% more likely to have shopped for sports logo apparel online in the last 12 months compared to the average Person 18+ living in the Detroit DMA.



	% RESP	INDEX
DEVICE OWNERSHIP		
Smartphone (iPhone, Galaxy, etc.)	79%	99
Laptop or notebook computer	70%	101
Tablet (iPad, Galaxy Tab, Kindle Fire, etc.)	77%	100
Desktop Computer	51%	102
INTERNET USAGE		
Shopped for clothing or accessories in last 12 months	50%	108
Shopped for sports logo apparel in last 12 months	20%	152
Shopped for sporting event tickets in last 12 months	20%	148
WAYS USED THE INTERNET & MOBILE DEVICES		
Shopping	53%	104
Sports scores/updates	34%	165
Watch live sports	18%	151

LEISURE ACTIVITIES



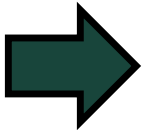
RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // DETROIT DMA// ACTIVITIES

% COMPOSITION IS BASED ON PERSONS 18+

ACTIVITIES IN THE LAST 12 MONTHS	% RESP	INDEX
Grilling - outdoor cooking	60%	115
Lawn care	62%	109
Gardening (flowers or vegetables)	48%	97
Bicycling	42%	111
Swimming	34%	97
Jogging – running	29%	122
Volunteer work	28%	103
Boating	25%	121
Bowling	25%	97
Fishing	21%	118
Golf	20%	160
Camping	17%	97
Basketball	17%	146
Photography	16%	104
Sewing - crafts	15%	72

Read as:
 20% of MSU fans have gone golfing in the last 12 months. MSU fans are 60% more likely to have gone golfing in the last 12 months compared to the average Person 18+ living in the Detroit DMA.

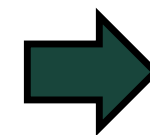


RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // DETROIT DMA // EVENTS ATTENDED

% COMPOSITION IS BASED ON PERSONS 18+

EVENTS/PLACES ATTENDED IN THE LAST 12 MONTHS	% RESP	INDEX
Any professional sports event	52%	131
Detroit Tigers baseball game	42%	146
Detroit Zoo	27%	94
High school sports event	27%	143
Detroit Red Wings hockey game	21%	106
Fox Theatre	20%	123
Joe Louis Arena event	18%	147
Detroit Institute of Arts	17%	116



Read as:

18% of MSU fans have visited the Joe Louis Arena in the last 12 months.

MSU fans are 47% more likely to have visited the Joe Louis Arena in the last 12 months compared to the average Person 18+ living in the Detroit DMA.

MERCHANDISE



RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // DETROIT DMA // MALLS SHOPPED IN THE PAST 3 MONTHS (TOP 10)

% COMPOSITION IS BASED ON PERSONS 18+

Read as:
 20% of MSU fans shopped at Great Lakes Crossing Outlets in the past 3 months. MSU fans are 6% more likely to have shopped at the Great Lakes Crossing Outlets in the past 3 months compared to the average Person 18+ living in Detroit DMA.



MALLS SHOPPED	% RESP	INDEX
Great Lakes Crossing Outlets	20%	106
Oakland Mall	18%	123
Twelve Oaks Mall	17%	106
Somerset Collection (Troy)	16%	114
Lakeside Mall	15%	104
Downtown Detroit	13%	106
The Mall at Partridge Creek	13%	114
Novi Town Center	12%	112
Birch Run Premium Outlets	11%	111
Fairlane Town Center	11%	104

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // DETROIT DMA // ITEMS PURCHASED IN THE PAST 12 MONTHS

% COMPOSITION IS BASED ON PERSONS 18+

Read as:
 34% of MSU fans purchased athletic clothing in the past 12 months.
 MSU fans are 20% more likely to have purchased athletic clothing in the past 12 months compared to the average Person 18+ in the Detroit DMA.



	% RESP	INDEX
ITEMS BOUGHT		
Athletic shoes	49%	115
Men's casual clothing	43%	117
Skin care items	42%	100
Men's shoes	37%	114
Cosmetics/perfumes	36%	94
Athletic clothing	34%	120
Women's casual clothing	33%	86
Women's shoes	29%	85
Children's clothing	22%	89
Sports equipment	21%	137
ITEMS BOUGHT (AMOUNT SPENT PER ITEM)		
Athletic shoes:\$100 - \$499	22%	128
Athletic clothing:\$100 - \$499	13%	130

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // DETROIT DMA // STORES SHOPPED IN THE PAST 3 MONTHS

% COMPOSITION IS BASED ON PERSONS 18+



STORES SHOPPED	% RESP	INDEX
Meijer	72%	103
Walmart	57%	96
Target	53%	106
Kohl's	41%	105
Costco	33%	111
Best Buy	28%	118
JCPenney	28%	106
Macy's	25%	109
Sam's Club	25%	112
Kmart	25%	97

Read as:
 72% of MSU fans shopped at Meijer in the past 3 months.
 MSU Fans are 3% more likely to have shopped at Meijer in the past 3 months compared to the average Person 18+ in the Detroit DMA.

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // DETROIT DMA // SPORTING GOODS STORES SHOPPED IN THE PAST 3 MONTHS

% COMPOSITION IS BASED ON PERSONS 18+



SPORTING GOODS STORES SHOPPED	% RESP	INDEX
Dick's Sporting Goods	24%	144
Dunham's Sports	17%	128
Meijer (Sporting Goods)	14%	130
Walmart (Sporting Goods)	12%	115
Cabela's	7%	124
Target (Sporting Goods)	7%	143
Bass Pro Shops	7%	124
Gander Mountain	4%	101

Read as:
 24% of MSU fans shopped at Dick's Sporting Goods for sporting goods in the past 3 months.
 MSU Fans are 44% more likely to have shopped at Dick's Sporting Goods for sporting goods in the past 3 months compared to the average Person 18+ in the Detroit DMA.

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // DETROIT DMA // SPORTS APPAREL WITH TEAM LOGOS PURCHASED IN THE PAST 12 MONTHS

% COMPOSITION IS BASED ON PERSONS 18+



SPORTING GOODS STORES SHOPPED	% RESP	INDEX
College sports	25%	157
Major League Baseball (MLB)	24%	142
National Football League (NFL)	17%	160
National Hockey League (NHL)	13%	162
High school sports	6%	134
National Basketball Association (NBA)	6%	156
WWE (pro wrestling)	2%*	163*
NASCAR	1%*	111*

Read as:
 25% of MSU fans purchased College sports apparel with team logo's in the past 12 months.
 MSU fans are 57% more likely to have purchased College sports apparel with team logo's in the past 12 months compared to the average Person 18+ in the Detroit DMA.

FLINT DMA



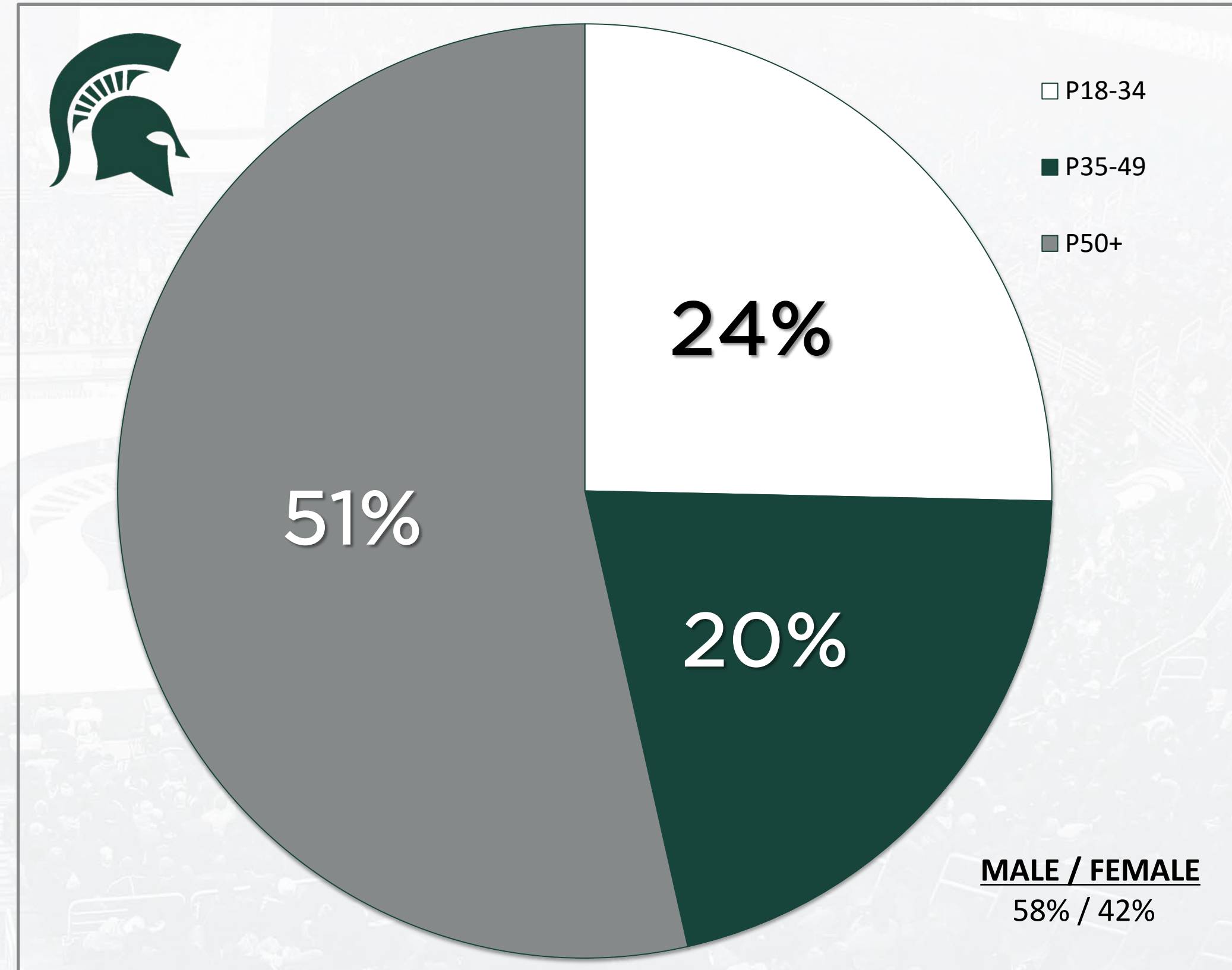
FAN PROFILE



RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // FLINT DMA // AGE BREAKS

% COMPOSITION IS BASED ON PERSONS 18+



RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // FLINT DMA // MARKET BREAKS

% COMPOSITION IS BASED ON PERSONS 18+

MARKET BREAKS	% RESP	INDEX
EDUCATION		
Some college	39%	105
High school graduate	34%	87
College graduate	12%	122
Post Graduate degree	7%	131
Some post graduate (no advanced degree)	3%	140
HH INCOME		
→ \$75K+	13%	135
\$100K+	12%	121
\$200K+	1%*	126*
RACE / ETHNICITY		
White non-Hispanic	86%	102
Black non-Hispanic	10%	106
Hispanic	2%*	65*
White - Hispanic	1%*	75*

Read as:

13% of MSU fans have a HHI of \$75K+. MSU fans are 35% more likely to have a HHI of \$75K+ compared to the average Person 18+ in the Flint DMA.

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // FLINT DMA // ZIP CODES OF RESIDENCE (TOP 20)

% COMPOSITION IS BASED ON PERSONS 18+



ZIP CODES	% RESP*	INDEX*
48439 (Genesee County)	3.9%	104
48642 (Midland County)	3.3%	115
48706 (Bay County)	3.3%	102
48601 (Saginaw County)	3.1%	105
48858 (Isabella County)	3.1%*	76*
48433 (Genesee County)	2.9%	118
48423 (Genesee County)	2.8%	97
48708 (Bay County)	2.7%*	98*
48867 (Shiawassee County)	2.7%*	115*
48420 (Genesee County)	2.6%	107
48503 (Genesee County)	2.6%	101
48603 (Saginaw County)	2.6%	105
48507 (Genesee County)	2.4%	85
48602 (Saginaw County)	2.3%*	74*
48506 (Genesee County)	2.2%*	97*
48473 (Genesee County)	2.0%*	105*
48504 (Genesee County)	2.0%*	104*
48640 (Midland County)	1.8%	77
48732 (Bay County)	1.6%*	151*
48801 (Gratiot County)	1.6%*	113*

Read as:
 3.9% of MSU fans live in the 48439 zip code.
 MSU fans are 4% more likely to live in the 48439
 zip code compared to the average Person 18+
 living in the Flint DMA.

DIGITAL INSIGHTS



RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // DEVICE OWNERSHIP & DIGITAL USAGE

% COMPOSITION IS BASED ON PERSONS 18+

Read as:
 15% of MSU fans shopped for sports logo apparel online in the last 12 months. MSU fans are 63% more likely to have shopped for sports logo apparel online in the last 12 months compared to the average Person 18+ living in the Flint DMA.



	% RESP	INDEX
DEVICE OWNERSHIP		
Smartphone (iPhone, Galaxy, etc.)	75%	101
Laptop or notebook computer	64%	100
Tablet (iPad, Galaxy Tab, Kindle Fire, etc.)	55%	104
Desktop Computer	50%	109
INTERNET USAGE		
Shopped for clothing or accessories in last 12 months	41%	106
Shopped for sports logo apparel in last 12 months	15%	163
Shopped for sporting event tickets in last 12 months	13%	162
WAYS USED THE INTERNET & MOBILE DEVICES		
Shopping	49%	113
Sports scores/updates	25%	172
Watch live sports	13%	156

LEISURE ACTIVITIES



RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // ACTIVITIES

% COMPOSITION IS BASED ON PERSONS 18+

Read as:
 36% of MSU fans have gone fishing in the last 12 months. MSU fans are 20% more likely to have gone fishing in the last 12 months compared to the average Person 18+ living in the Flint DMA.

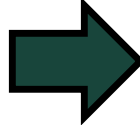


ACTIVITIES IN THE LAST 12 MONTHS	% RESP	INDEX
Grilling - outdoor cooking	74%	110
Lawn care	72%	108
Gardening (flowers or vegetables)	55%	104
Bicycling	37%	105
Fishing	36%	120
Swimming	34%	98
Boating	34%	124
Camping	31%	100
Volunteer work	30%	109
Bowling	25%	103
Hunting	24%	133
Golf	23%	161
Jogging – running	20%	111
Photography	17%	115
Basketball	16%	130

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // FLINT DMA // EVENTS ATTENDED

% COMPOSITION IS BASED ON PERSONS 18+



EVENTS/PLACES ATTENDED IN THE LAST 12 MONTHS	% RESP	INDEX
Any professional sports event	45%	127
High school sports event	36%	139
Detroit Tigers baseball game	27%	151
Great Lakes Loons baseball game	19%	145
Zehnder's Snow Fest	18%	108
Country music concert	17%	119
Rock Concert	15%	107
Back to the Bricks Cruise Weekend	15%	123

Read as:

27% of MSU fans have attended a Detroit Tigers baseball game in the last 12 months.

MSU fans are 51% more likely to have attended a Tigers baseball game in the last 12 months compared to the average Person 18+ living in the Flint DMA.

MERCHANDISE

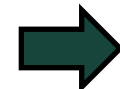


RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // FLINT DMA // MALLS SHOPPED IN THE PAST 3 MONTHS (TOP 10)

% COMPOSITION IS BASED ON PERSONS 18+

Read as:
 33% of MSU fans shopped at Birch Run Premium Outlets in the past 3 months. MSU fans are 11% more likely to have shopped at the Birch Run Premium Outlets in the past 3 months compared to the average Person 18+ living in Flint DMA.



MALLS SHOPPED	% RESP	INDEX
Birch Run Premium Outlets	33%	111
Genesee Valley Shopping Center	29%	106
Fashion Square Mall	28%	103
Bay City Mall	18%	105
Midland Mall	17%	102
Great Lakes Crossing Outlets	16%	103
Courtland Center	12%	99
Tanger Outlet Center	9%	104
Green Acres Plaza	8%	109

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // FLINT DMA // ITEMS PURCHASED IN THE PAST 12 MONTHS

% COMPOSITION IS BASED ON PERSONS 18+

Read as:
 30% of MSU fans purchased athletic clothing in the past 12 months.
 MSU fans are 15% less likely to have purchased athletic clothing in the past 12 months compared to the average Person 18+ in the Flint DMA.




	% RESP	INDEX
ITEMS BOUGHT		
Athletic shoes	47%	115
Men's casual clothing	46%	117
Women's casual clothing	41%	100
Skin care items	41%	114
Men's shoes	41%	94
Cosmetics/perfumes	35%	120
Women's shoes	33%	86
Athletic clothing	30%	85
Children's clothing	22%	89
Sports equipment	21%	137
ITEMS BOUGHT(AMOUNT SPENT PER ITEM)		
Athletic shoes:\$100 - \$499	20%	134
Athletic clothing:\$100 - \$499	14%	156

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // FLINT DMA // STORES SHOPPED IN THE PAST 3 MONTHS

% COMPOSITION IS BASED ON PERSONS 18+



STORES SHOPPED	% RESP	INDEX
Meijer	75%	104
Walmart	75%	97
Kohl's	39%	111
Amazon	38%	101
JCPenney	37%	116
Target	33%	108
Sam's Club	29%	110
Kmart	22%	92
Best Buy	21%	114
Macy's	19%	122

Read as:
 75% of MSU fans shopped at Meijer in the past 3 months.
 MSU Fans are 4% more likely to have shopped at Meijer in the past 3 months compared to the average Person 18+ in the Flint DMA.

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // FLINT DMA // SPORTING GOODS STORES SHOPPED IN THE PAST 3 MONTHS

% COMPOSITION IS BASED ON PERSONS 18+

SPORTING GOODS STORES SHOPPED	% RESP	INDEX
Meijer (Sporting Goods)	27%	135
Dunham's Sports	26%	132
Walmart (Sporting Goods)	26%	126
Dick's Sporting Goods	20%	160
Cabela's	18%	139
Gander Mountain	15%	143
Bass Pro Shops	8%	137
Target (Sporting Goods)	6%	150




Read as:
 26% of MSU fans shopped at Dick's Sporting Goods for sporting goods in the past 3 months.
 MSU Fans are 60% more likely to have shopped at Dick's Sporting Goods for sporting goods in the past 3 months compared to the average Person 18+ in the Flint DMA.

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // FLINT DMA // SPORTS APPAREL WITH TEAM LOGOS PURCHASED IN THE PAST 12 MONTHS

% COMPOSITION IS BASED ON PERSONS 18+



SPORTS APPAREL WITH TEAM LOGOS	% RESP	INDEX
College sports	30%	166
Major League Baseball (MLB)	22%	150
National Football League (NFL)	16%	146
High school sports	10%	134
National Hockey League (NHL)	7%	128
National Basketball Association (NBA)	4%	146
NASCAR	3%	115
WWE (pro wrestling)	1%*	74*

Read as:
 30% of MSU fans purchased College sports apparel with team logo's in the past 12 months.
 MSU fans are 66% more likely to have purchased College sports apparel with team logo's in the past 12 months compared to the average Person 18+ in the Flint DMA.

GRAND RAPIDS DMA



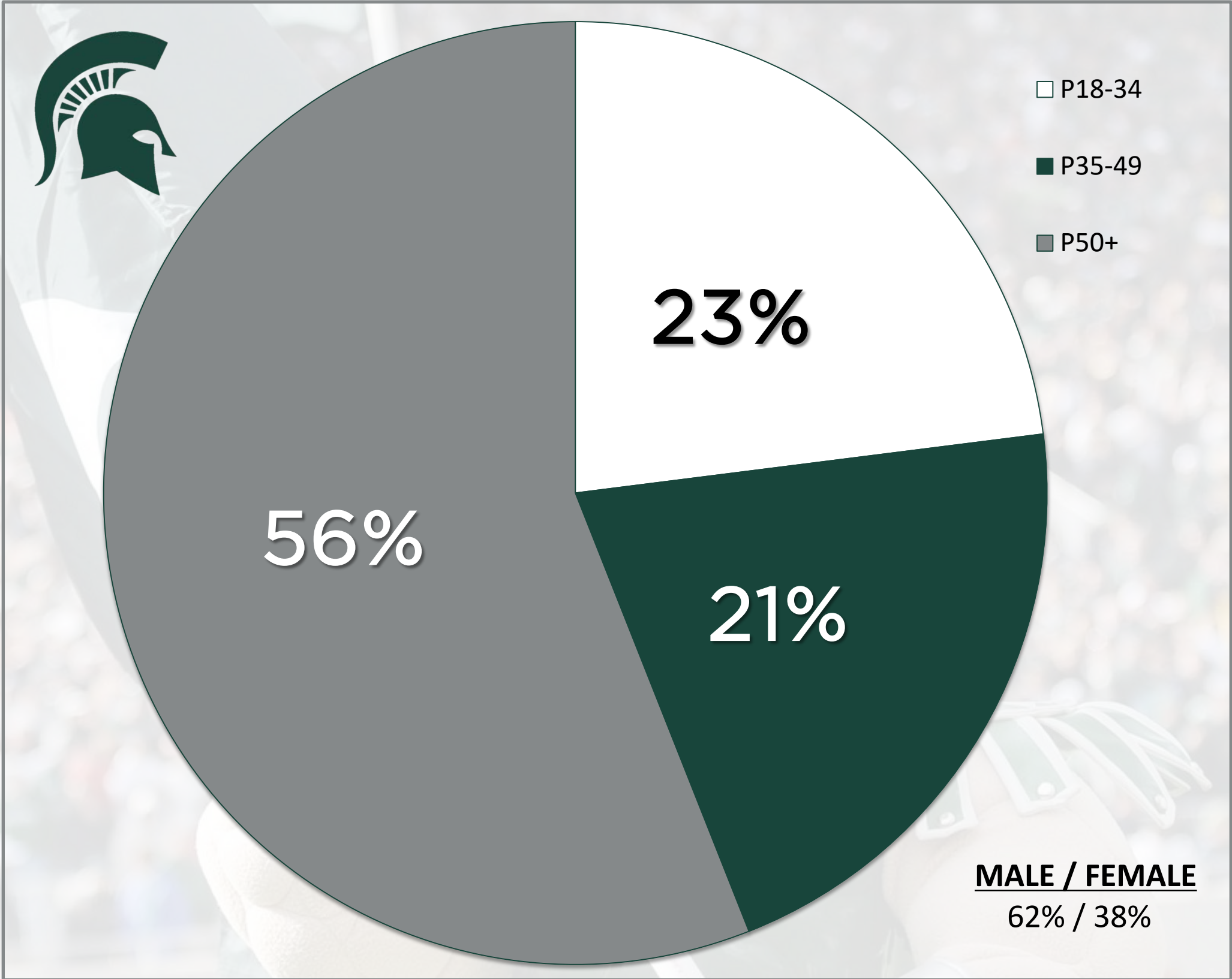
FAN PROFILE



RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // GRAND RAPIDS DMA // AGE BREAKS

% COMPOSITION IS BASED ON PERSONS 18+

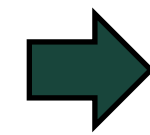


RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // GRAND RAPIDS DMA // MARKET BREAKS

% COMPOSITION IS BASED ON PERSONS 18+

MARKET BREAKS	% RESP	INDEX
EDUCATION		
Some college	37%	105
High school graduate	33%	96
College graduate	16%	108
Post Graduate degree	8%	122
Some post graduate (no advanced degree)	3%	132
HH INCOME		
\$75K+	17%	120
\$100K+	15%	143
\$200K+	2%*	176*
RACE / ETHNICITY		
White non-Hispanic	86%	103
Black non-Hispanic	5%	77
Hispanic	5%*	84*
Other non-Hispanic	3%*	100*



Read as:

17% of MSU fans have a HHI of \$75K+. MSU fans are 20% more likely to have a HHI of \$75K+ compared to the average Person 18+ in the Grand Rapids DMA.

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // GRAND RAPIDS DMA // ZIP CODES OF RESIDENCE (TOP 20)

% COMPOSITION IS BASED ON PERSONS 18+

ZIP CODES	% RESP	INDEX
49316 (Kent County)	2.6%*	180*
49426 (Ottawa County)	2.6%*	138*
49009 (Kalamazoo County)	2.5%*	105*
49441 (Muskegon County)	2.3%*	110*
49423 (Ottawa County)	2.2%*	91*
49508 (Kent County)	2.2%*	135*
49418 (Kent County)	2.1%*	103*
49424 (Ottawa County)	2.1%*	97*
49417 (Ottawa County)	2.0%	128
49442 (Muskegon County)	2.0%*	93*
49507 (Kent County)	1.9%*	100*
49315 (Kent County)	1.8%*	180*
49321 (Kent County)	1.8%*	164*
49546 (Kent County)	1.8%*	125*
49505 (Kent County)	1.7%*	104*
48838 (Montcalm County)	1.6%*	161*
49504 (Kent County)	1.6%*	69*
49519 (Kent County)	1.6%*	103*
49080 (Allegan County)	1.5%*	143*
49428 (Ottawa County)	1.5%*	101*



Read as:
 2% of MSU fans live in the 49417 zip code.
 MSU fans are 28% more likely to live in the 49417 zip code compared to the average Person 18+ living in the Grand Rapids DMA.

DIGITAL INSIGHTS

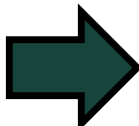


RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE FOOTBALL & BASKETBALL FANS // GRAND RAPIDS DMA // DEVICE OWNERSHIP & DIGITAL USAGE

% COMPOSITION IS BASED ON PERSONS 18+

Read as:
 16% of MSU fans shopped for sports logo apparel online in the last 12 months.
 MSU fans are 64% more likely to have shopped for sports logo apparel online in the last 12 months compared to the average Person 18+ living in the Grand Rapids DMA.



	% RESP	INDEX
DEVICE OWNERSHIP		
Laptop or notebook computer	75%	107
Smartphone (iPhone, Galaxy, etc.)	74%	99
Tablet (iPad, Galaxy Tab, Kindle Fire, etc.)	57%	101
Desktop Computer	46%	103
INTERNET USAGE		
Shopped for clothing or accessories in last 12 months	49%	105
Shopped for sporting event tickets in last 12 months	18%	150
Shopped for sports logo apparel in last 12 months	16%	164
WAYS USED THE INTERNET & MOBILE DEVICES		
Shopping	48%	104
Sports scores/updates	31%	178
Watch live sports	15%	159

LEISURE ACTIVITIES

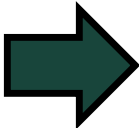


RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // GRAND RAPIDS DMA // ACTIVITIES

% COMPOSITION IS BASED ON PERSONS 18+

Read as:
 36% of MSU fans have gone fishing in the last 12 months. MSU fans are 28% more likely to have gone fishing in the last 12 months compared to the average Person 18+ living in the Grand Rapids DMA.



ACTIVITIES IN THE LAST 12 MONTHS	% RESP	INDEX
Grilling - outdoor cooking	77%	115
Lawn care	73%	116
Gardening (flowers or vegetables)	61%	113
Boating	40%	131
Swimming	39%	97
Fishing	36%	128
Camping	32%	106
Bicycling - mountain biking	32%	122
Volunteer work	31%	102
Golf	30%	183
Bowling	29%	112
Jogging – running	28%	125
Hunting	18%	145
Hiking – backpacking	16%	110
Basketball	15%	129

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // GRAND RAPIDS DMA // EVENTS ATTENDED

% COMPOSITION IS BASED ON PERSONS 18+



EVENTS/PLACES ATTENDED IN THE LAST 12 MONTHS	% RESP	INDEX
Any professional sports event	51%	137
High school sports event	36%	142
Frederik Meijer Gardens	28%	120
High school football game	26%	143
Arts & crafts fair or festival	25%	87
Van Andel Arena event	23%	138
West Michigan Whitecaps baseball game	22%	145
Live theater	20%	115

Read as:

28% of LSU fans have attended Frederik Meijer Gardens in the last 12 months.

MSU fans are 20% more likely to have attended Frederik Meijer Gardens in the last 12 months compared to the average Person 18+ living in the Grand Rapids DMA.

MERCHANDISE

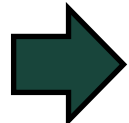


RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // GRAND RAPIDS DMA // MALLS SHOPPED IN THE PAST 3 MONTHS (TOP 10)

% COMPOSITION IS BASED ON PERSONS 18+

Read as:
 40% of MSU fans shopped at RiverTown Crossings in the past 3 months.
 MSU fans are 21% more likely to have shopped at the RiverTown Crossings in the past 3 months compared to the average Person 18+ living in Grand Rapids DMA.



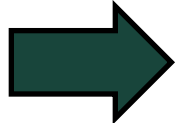
MALLS SHOPPED	% RESP	INDEX
RiverTown Crossings	40%	121
Woodland Mall	34%	118
Centerpointe Mall	21%	138
The Crossroads	18%	96
Lakes Mall	14%	120
Breton Village	11%	142
Lakeview Square Mall	7%	106
Rogers Plaza	6%	77
Greenridge Shopping Center	5%	92

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // GRAND RAPIDS DMA // ITEMS PURCHASED IN THE PAST 12 MONTHS

% COMPOSITION IS BASED ON PERSONS 18+

Read as:
 37% of MSU fans purchased athletic clothing in the past 12 months. MSU fans are 38% more likely to have purchased athletic clothing in the past 12 months compared to the average Person 18+ in the Grand Rapids DMA.



	% RESP	INDEX
ITEMS BOUGHT		
Men's Casual Clothing	48%	122
Athletic shoes	44%	117
Skin care items	42%	97
Men's shoes	41%	131
Athletic clothing	37%	138
Cosmetics/perfumes	37%	105
Women's casual clothing	35%	87
Women's shoes	29%	94
Children's clothing	27%	95
Sports equipment	23%	140
ITEMS BOUGHT (AMOUNT SPENT PER ITEM)		
Athletic shoes:\$100 - \$499	19%	135
Athletic clothing:\$100 - \$499	15%	163

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // GRAND RAPIDS DMA // STORES SHOPPED IN THE PAST 3 MONTHS

% COMPOSITION IS BASED ON PERSONS 18+



STORES SHOPPED	% RESP	INDEX
Meijer	93%	106
Walmart	64%	99
Amazon	47%	98
Kohl's	46%	123
Target	44%	119
JCPenney	31%	120
Best Buy	27%	122
Sam's Club	25%	106
Costco	25%	120
TJ Maxx	18%	116

Read as:
 46% of MSU fans shopped at Kohl's in the past 3 months.
 MSU Fans are 23% more likely to have shopped at Kohl's in the past 3 months compared to the average Person 18+ in the Grand Rapids DMA.

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // GRAND RAPIDS DMA // SPORTING GOODS STORES SHOPPED IN THE PAST 3 MONTHS

% COMPOSITION IS BASED ON PERSONS 18+



SPORTING GOODS STORES SHOPPED	% RESP	INDEX
Meijer (Sporting Goods)	24%	144
Dick's Sporting Goods	17%	128
Dunham's Sports	14%	130
Cabela's	12%	115
Walmart (Sporting Goods)	7%	124
Gander Mountain	7%	143
MC Sports	7%	124
Target (Sporting Goods)	4%	101

Read as:
 17% of MSU fans shopped at Dick’s Sporting Goods for sporting goods in the past 3 months. MSU Fans are 28% more likely to have shopped at Dick’s Sporting Goods for sporting goods in the past 3 months compared to the average Person 18+ in the Grand Rapids DMA.

RESEARCH: ENDEAVOR GLOBAL INSIGHTS GROUP

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL FANS // GRAND RAPIDS DMA // SPORTS APPAREL WITH TEAM LOGOS PURCHASED IN THE PAST 12 MONTHS

% COMPOSITION IS BASED ON PERSONS 18+



SPORTING GOODS STORES SHOPPED	% RESP	INDEX
College sports	30%	175
National Football League (NFL)	15%	161
Major League Baseball (MLB)	15%	143
High school sports	9%	139
National Hockey League (NHL)	5%*	127*
National Basketball Association (NBA)	4%*	191*
NASCAR	1%*	86*
WWE (pro wrestling)	1%*	174*

Read as:
 30% of MSU fans purchased College sports apparel with team logo's in the past 12 months.
 MSU fans are 75% more likely to have purchased College sports apparel with team logo's in the past 12 months compared to the average Person 18+ in the Grand Rapids DMA.

Key Findings

- More than half of the Michigan State fan base falls within the Adults 50 years of age or older category. In the Grand Rapids DMA, 59% of fans are 50+.
 - Michigan State fans skew higher Male, with the largest discrepancy occurring in the Detroit and Flint DMAs at 62% Male vs. 38% female.
- The following three retailers fell into the top five stores shopped in by Michigan State Fans in all DMAs: Meijer, Walmart, and Kohl's.
- While Michigan State Fans are more likely to purchase College Sports apparel than the average person in all DMAs, it is evident that they are also purchasing NFL & MLB logo apparel as well.