



**FOOTBALL & BASKETBALL
FAN INSIGHTS**

MAY 2019

ENDEAVOR **ANALYTICS**

TELEVISION DELIVERY

REACHING MILLIONS OF VIEWERS

2018-19 MICHIGAN STATE FOOTBALL AND BASKETBALL TELEVISED GAMES // UNIQUE REACH
REGULAR SEASON FOOTBALL & BASKETBALL ONLY, TOTAL VIEWERS (P2+)

55M

UNIQUE REACH

34%

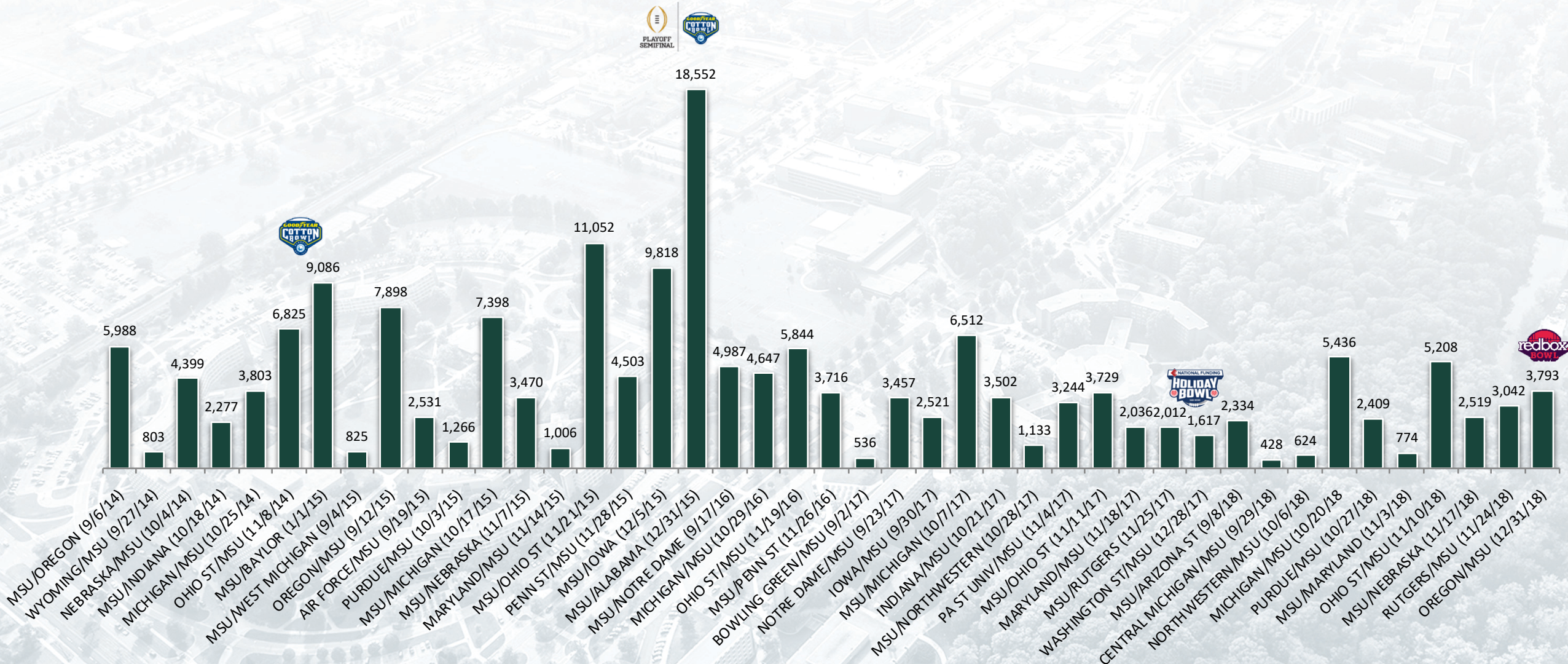
OF THE COLLEGE FOOTBALL AND
BASKETBALL VIEWING UNIVERSE

MORE THAN ONE-THIRD OF COLLEGE FOOTBALL &
BASKETBALL VIEWERS WATCHED MICHIGAN STATE
DURING THE 2018-19 SEASON

FIVE YEAR MSU FOOTBALL TREND

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

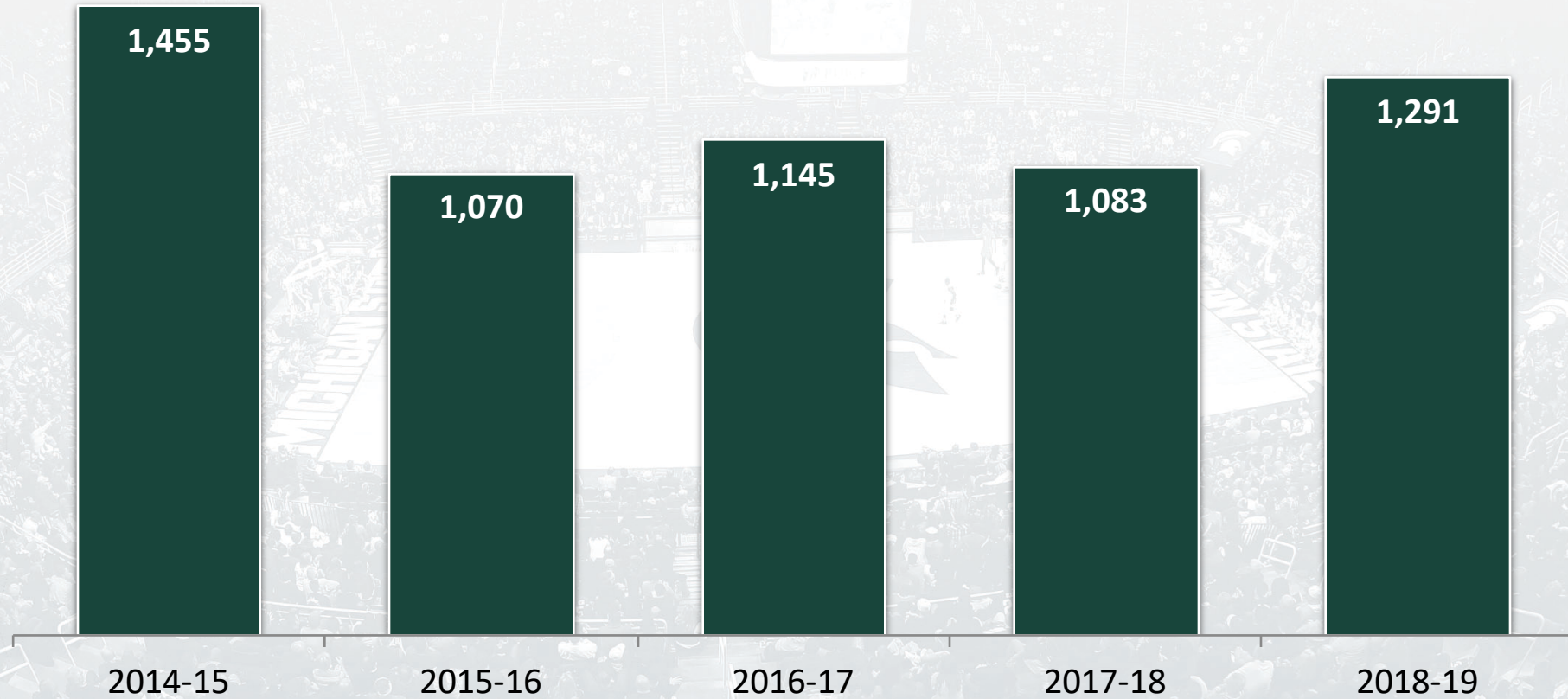
TOTAL VIEWERS (000)



Source: Nielsen, NNTV, Live+SD, original exhibitions only.

2018-19 SAW SLIGHT INCREASE COMPARED TO PREVIOUS SEASONS

MICHIGAN STATE UNIVERSITY BASKETBALL // NATIONAL BROADCAST GAMES // 5-YEAR TRACK // AVG. DELIVERY BY
REGULAR SEASON
TOTAL VIEWERS (000)



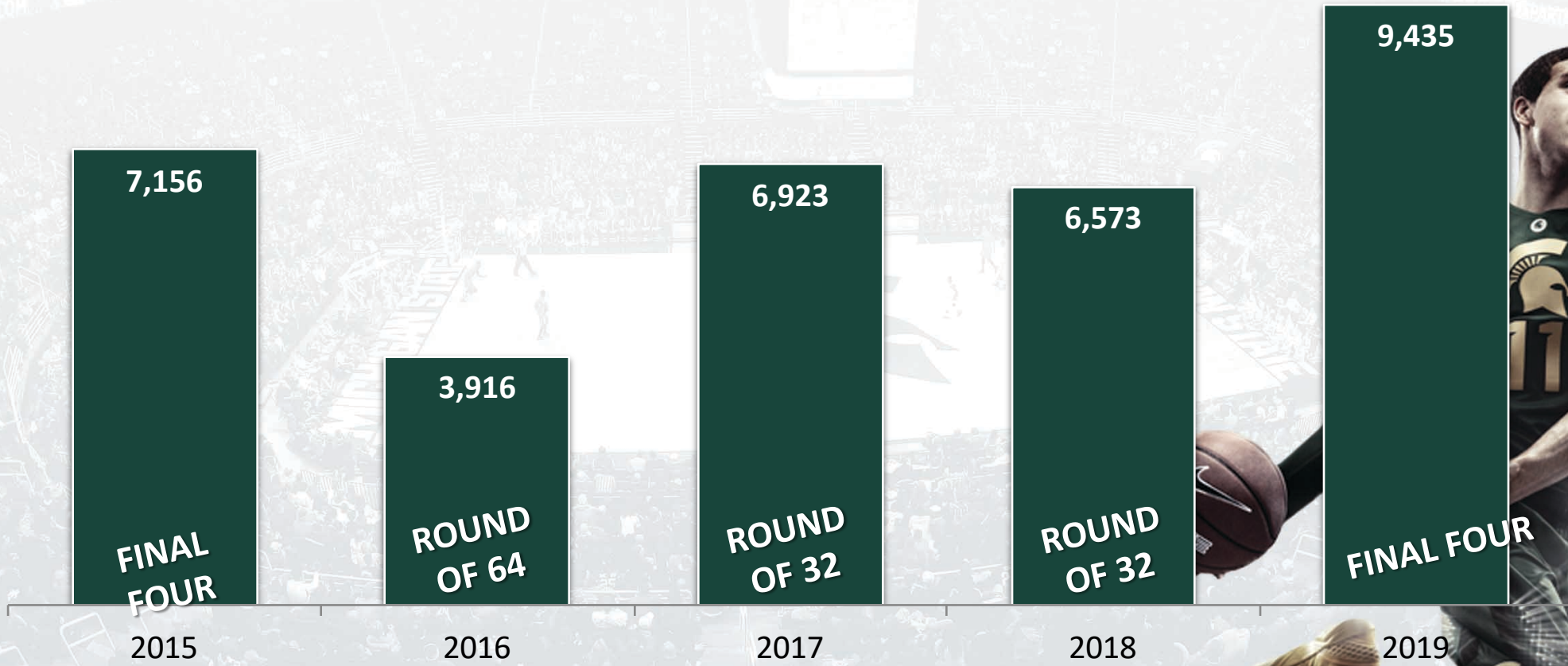
Source: Nielsen, NNTV, Live+SD, original exhibitions only. 2014-15 = 19 tc's, 2015-16 = 22 tc's, 2016-17 = 18 tc's, 2017-18 = 20 tc's, and 2018-19 = 19 tc's.

DEEPER RUNS IN NCAA TOURNAMENT PUSH HIGHER RATINGS



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

NCAA TOURNAMENT
TOTAL VIEWERS (000)



Source: Nielsen, NNTV, Live+SD, original exhibitions only. 2015 = 5 tc's, 2016 = 1 tc, 2017 = 2 tc's, 2018 = 2 tc's, and 2019 = 5 tc's.

Michigan State University Football & Basketball Fan Insights on the Following Michigan DMAs...

GRAND RAPIDS

FLINT

DETROIT

DETROIT

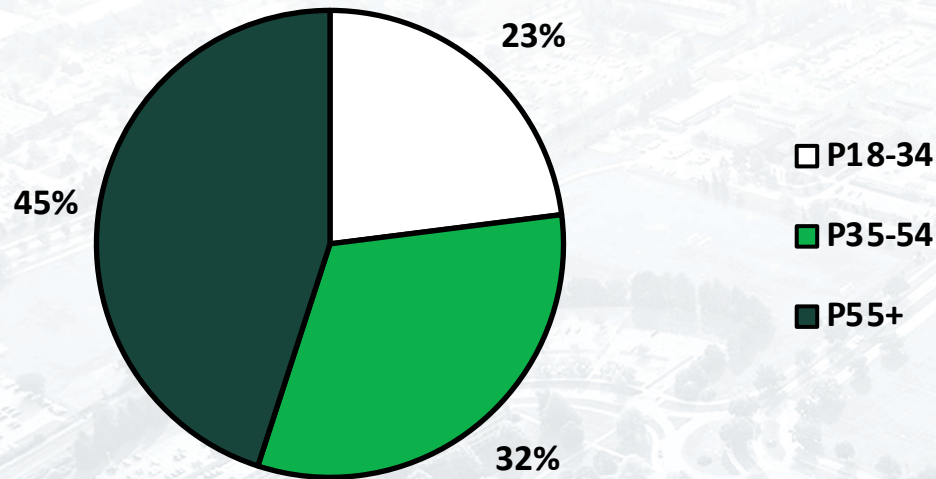
DMA



SPARTAN FANS – DEMOGRAPHIC PROFILE



Age



GENDE R



MARKET BREAKS	% RESP	INDEX
EDUCATION		
High School Graduate	28%	91
Some College	33%	96
College Graduate	19%	119
Post-Graduate	12%	119
HH INCOME		
\$75K+	45%	116
\$100K+	30%	121
\$250K+	3%	119
RACE / ETHNICITY		
White	70%	99
Black	21%	109
Asian	3%*	95*
Other	2%	83
Hispanic	4%	91

SPARTAN FANS – DIGITAL USAGE



MARKET BREAKS	% RESP	INDEX
DEVICE OWNERSHIP		
Smartphone	84%	98
Laptop Computer	71%	101
Tablet	58%	100
Desktop Computer	51%	105
INTERNET SHOPPING IN LAST 12 MONTHS		
Shopped for clothing or accessories	56%	110
Shopped for sporting event tickets	21%	159
Shopped for sports logo apparel	20%	153
WAYS USED THE INTERNET (LAST 12 MONTHS)		
Social Networking	74%	98
Play/Download Games	39%	107
Check Sports Scores/Updates	36%	160
Watch Live Sports	23%	153
Play Fantasy Sports	10%	157

Source: Nielsen Scarborough, Detroit, MI 2018 & 2017 Release 2 Total (August 2016 – July 2018), based on Persons 18+. Michigan State University Fans = Watch OR Listen OR Attend Michigan State University Football or Basketball Games.

SPARTAN FANS – ACTIVITIES & EVENTS ATTENDED



	% RESP	INDEX
ACTIVITIES PARTICIPATED IN (LAST 12 MONTHS)		
Grilling – Outdoor Cooking	69%	109
Lawn Care	62%	112
Bicycling	43%	111
Swimming	32%	95
Boating	29%	126
Jogging/Running	28%	1116
Volunteer Work	28%	104
Bowling	25%	108
Fishing	24%	122
Golf	20%	157
EVENTS/PLACES ATTENDED (LAST 12 MONTHS)		
Detroit Tigers Game	39%	146
Detroit Zoo	35%	104
High School Sports Event	27%	151
Fox Theatre	18%	124
Henry Ford Museum/Greenfield Village	18%	108



SPARTAN FANS – SHOPPING HABITS



	% RESP	INDEX
DETROIT MALLS VISITED (LAST 3 MONTHS)		
Great Lakes Crossing Outlets	20%	103
Somerset Collection (Troy)	18%	120
Twelve Oaks Mall	18%	112
Downtown Detroit	17%	114
Oakland Mall	16%	128
Lakeside Mall	15%	102
The Mall at Partridge Creek	13%	125
Downtown Royal Oak	12%	123
Novi Town Center	12%	124
Birch Run Premium Outlets	10%	110



	% RESP	INDEX
DEPT STORES SHOPPED (LAST 3 MONTHS)		
Meijer	71%	105
Walmart	60%	96
Target	55%	105
Kohl's	51%	99
Costco	44%	108
Macy's	35%	112
Best Buy	31%	128
Sam's Club	30%	124
JCPenney	26%	106
Sears	26%	108
SPORTING GOODS STORES SHOPPED (LAST 3 MONTHS)		
Dick's Sporting Goods	27%	147
Meijer	16%	138
Dunham's Sports	16%	123
Walmart	14%	120
Cabela's	10%	139

SPARTAN FANS – TOP ZIP CODES OF RESIDENCE



	% RESP*	INDEX*
DETROIT ZIP CODES OF RESIDENCE (TOP 10)		
48066 (Macomb County)	1.9%	125
48073 (Royal Oak)	1.5%	183
48197 (Washtenaw County)	1.3%	97
48336 (Lakeville)	1.3%	180
48103 (Washtenaw County)	1.2%	86
48185 (Westland)	1.2%	128
48328 (Waterford)	1.2%	159
48044 (Macomb County)	1.1%	137
48067 (Royal Oak)	1.1%	145
48104 (Ann Arbor)	1.1%	119

Source: Nielsen Scarborough, Detroit, MI 2018 & 2017 Release 2 Total (August 2016 – July 2018), based on Persons 18+. Michigan State University Fans = Watch OR Listen OR Attend Michigan State University Football or Basketball Games. *Data may be unstable – please use with caution.

SPARTAN FANS – PROFESSIONAL SPORTS SYNERGY

SPARTAN FANS ARE ALSO FANS OF THE FOLLOWING TEAMS...



**91% |
159**



**85% |
142**



**61% |
152**



**49% |
168**

Read as:

91% of Michigan State Football & Basketball Fans are also Fans of the Detroit Lions.

Michigan State Football & Basketball Fans are 59% more likely to be Fans of the Detroit Lions, compared to the average Detroit P18+.

GRAND RAPIDS

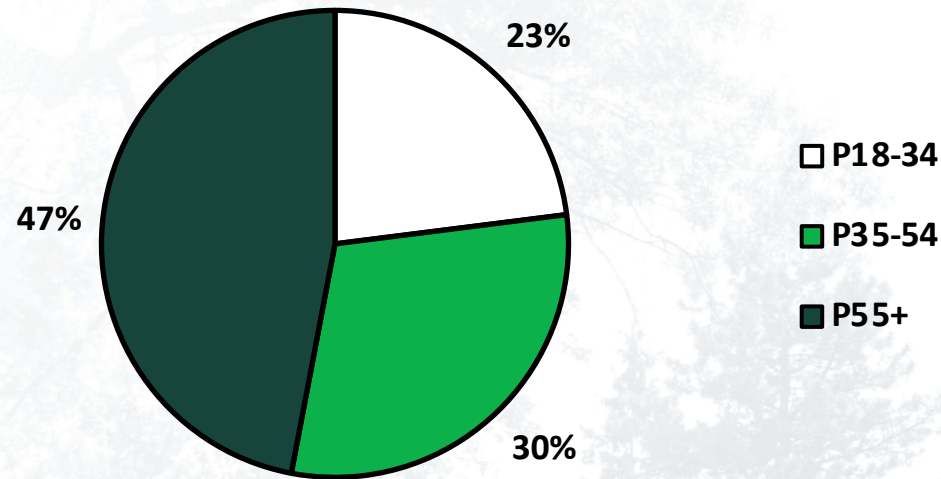
DMA



SPARTAN FANS – DEMOGRAPHIC PROFILE



Age



GENDE

R



61%



39%

MARKET BREAKS	% RESP	INDEX
EDUCATION		
High School Graduate	32%	91
Some College	36%	103
College Graduate	17%	113
Post-Graduate	9%	137
HH INCOME		
\$75K+	41%	127
\$100K+	25%	141
\$250K+	4%	181
RACE / ETHNICITY		
White	88%	102
Black	6%	92
Other	3%*	93*
Hispanic	3%*	74*
Asian	2%*	84*

SPARTAN FANS – DIGITAL USAGE



MARKET BREAKS	% RESP	INDEX
DEVICE OWNERSHIP		
Smartphone	79%	98
Laptop Computer	75%	105
Tablet	56%	99
Desktop Computer	45%	99
INTERNET SHOPPING IN LAST 12 MONTHS		
Shopped for clothing or accessories	50%	106
Shopped for sporting event tickets	18%	169
Shopped for sports logo apparel	14%	150
WAYS USED THE INTERNET (LAST 12 MONTHS)		
Social Networking	76%	98
Play/Download Games	37%	91
Check Sports Scores/Updates	31%	177
Watch Live Sports	17%	166
Play Fantasy Sports	8%	128



SPARTAN FANS – ACTIVITIES & EVENTS ATTENDED



	% RESP	INDEX
ACTIVITIES PARTICIPATED IN (LAST 12 MONTHS)		
Grilling – Outdoor Cooking	76%	111
Lawn Care	72%	114
Boating	41%	127
Swimming	38%	95
Volunteer Work	37%	11
Fishing	33%	110
Camping	32%	101
Bicycling	31%	115
Golf	31%	171
Bowling	30%	112
EVENTS/PLACES ATTENDED (LAST 12 MONTHS)		
High School Sports Event	37%	140
Van Andel Arena Event	27%	148
Frederik Meijer Games	24%	115
West Michigan Whitecaps Baseball Game	23%	142
Detroit Tigers Baseball Game	18%	180

Source: Nielsen Scarborough, Grand Rapids, MI 2018 & 2017 Release 2 Total (October 2016 – August 2018), based on Persons 18+. Michigan State University Fans = Watch OR Listen OR Attend Michigan State University Football or Basketball Games

SPARTAN FANS – SHOPPING HABITS



	% RESP	INDEX
GRAND RAPIDS MALLS VISITED (LAST 3 MONTHS)		
RiverTown Crossings	36%	109
Woodland Mall	32%	118
Centerpointe Mall	19%	1117
The Crossroads	16%	90
Lakes Mall	11%	98
Breton Village	9%	136
Lakeview Square Mall	8%	115
Rogers Plaza Town Center	4%	78
Greenridge Shopping Center	4%	81



	% RESP	INDEX
DEPT STORES SHOPPED (LAST 3 MONTHS)		
Meijer	89%	101
Walmart	66%	99
Amazon	57%	104
Kohl's	44%	113
Target	40%	106
JCPenney	34%	124
Best Buy	30%	124
Sam's Club	29%	110
Costco	27%	125
Macy's	21%	142
SPORTING GOODS STORES SHOPPED (LAST 3 MONTHS)		
Meijer	34%	143
Dick's Sporting Goods	26%	150
Dunham's Sports	21%	148
Cabela's	18%	134
Walmart	17%	119

SPARTAN FANS – TOP ZIP CODES OF RESIDENCE



	% RESP*	INDEX*
GRAND RAPIDS ZIP CODES OF RESIDENCE (TOP 10)		
49426 (Hudsonville)	2.9%	143
49009 (Kalamazoo)	2.8%	131
49424 (Holland)	2.3%	96
49504 (Grand Rapids)	2.3%	98
49341 (Rockford)	2.2%	141
49423 (Holland)	2.2%	81
49441 (Muskegon)	2.2%	109
49546 (Grand Rapids)	2.1%	148
49507 (Grand Rapids)	2.0%	102
49418 (Grandville)	1.9%	120



SPARTAN FANS – PROFESSIONAL SPORTS SYNERGY

SPARTAN FANS ARE ALSO FANS OF THE FOLLOWING TEAMS...



80% |
177



75% |
167



41% |
173



26% |
207

Read as:

80% of Michigan State Football & Basketball Fans are also Fans of the Detroit Lions.

Michigan State Football & Basketball Fans are 77% more likely to be Fans of the Detroit Lions, compared to the average Grand Rapids P18+.

FLINT

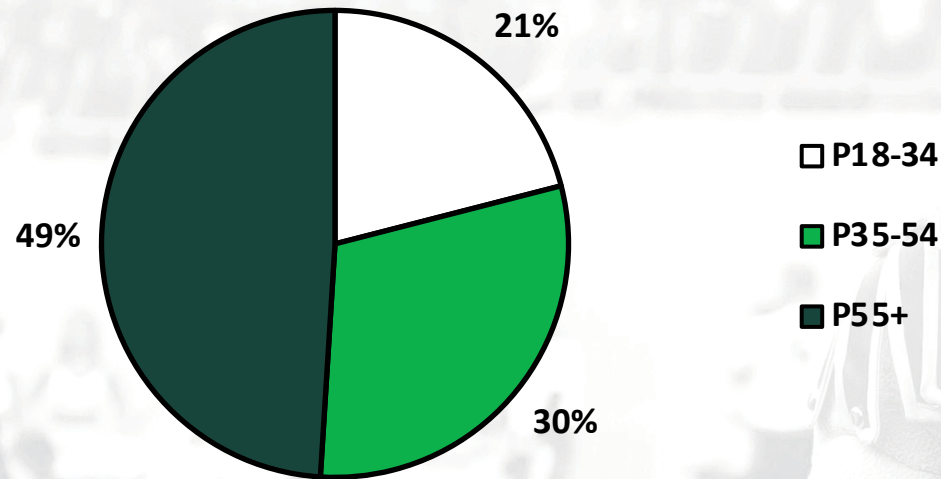
DMA



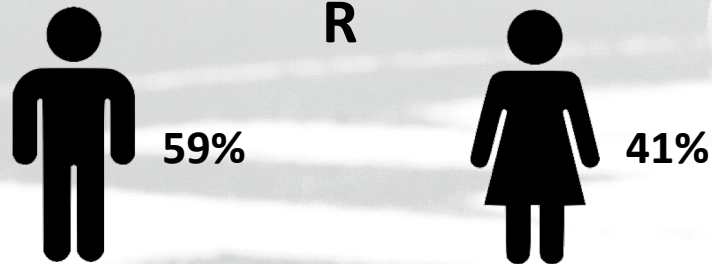
SPARTAN FANS – DEMOGRAPHIC PROFILE



Age



GENDE R



MARKET BREAKS	% RESP	INDEX
EDUCATION		
High School Graduate	35%	91
Some College	38%	103
College Graduate	12%	123
Post-Graduate	8%	134
HH INCOME		
\$75K+	36%	128
\$100K+	22%	132
\$250K+	3%*	201*
RACE / ETHNICITY		
White	85%	102
Black	10%	99
Other	3%*	82*
Hispanic	2%*	80*
Asian	0.3%*	59*

SPARTAN FANS – DIGITAL USAGE



MARKET BREAKS	% RESP	INDEX
DEVICE OWNERSHIP		
Smartphone	82%	102
Laptop Computer	68%	102
Tablet	55%	104
Desktop Computer	48%	110
INTERNET SHOPPING IN LAST 12 MONTHS		
Shopped for clothing or accessories	44%	108
Shopped for sports logo apparel	17%	169
Shopped for sporting event tickets	16%	159
WAYS USED THE INTERNET (LAST 12 MONTHS)		
Social Networking	72%	102
Play/Download Games	39%	102
Check Sports Scores/Updates	31%	181
Watch Live Sports	18%	170
Play Fantasy Sports	10%	170

Source: Nielsen Scarborough, Flint/Saginaw, MI 2018 & 2017 Release 2 Total (August 2016 – October 2018), based on Persons 18+. Michigan State University Fans = Watch OR Listen OR Attend Michigan State University Football or Basketball Games.

SPARTAN FANS – ACTIVITIES & EVENTS ATTENDED



	% RESP	INDEX
ACTIVITIES PARTICIPATED IN (LAST 12 MONTHS)		
Grilling – Outdoor Cooking	75%	107
Lawn Care	74%	107
Bicycling	36%	103
Swimming	36%	102
Fishing	35%	117
Boating	34%	120
Camping	32%	99
Volunteer Work	31%	118
Golf	26%	164
Bowling	26%	111
EVENTS/PLACES ATTENDED (LAST 12 MONTHS)		
High School Sports Event	38%	140
Detroit Tigers Baseball Game	25%	145
Zoo	22%	97
Zehnder’s Snow Fest	18%	114
Great Lakes Loons Baseball Game	17%	143



SPARTAN FANS – SHOPPING HABITS



	% RESP	INDEX
FLINT MALLS VISITED (LAST 3 MONTHS)		
Birch Run Premium Outlets	32%	106
Genesee Valley Shopping Center	30%	109
Fashion Square Mall	28%	105
Great Lakes Crossing Outlets	17%	105
Bay City Mall	16%	98
Midland Mall	16%	101
Courtland Center	11%	95



	% RESP	INDEX
DEPT STORES SHOPPED (LAST 3 MONTHS)		
Meijer	80%	106
Walmart	79%	98
Amazon	46%	102
Kohl's	41%	113
JCPenney	39%	114
Target	35%	107
Sam's Club	33%	115
Best Buy	23%	120
Macy's	21%	123
Kmart	20%	92
SPORTING GOODS STORES SHOPPED (LAST 3 MONTHS)		
Dunham's Sports	27%	134
Meijer	25%	123
Walmart	25%	111
Dick's Sporting Goods	21%	156
Cabela's	17%	143

SPARTAN FANS – TOP ZIP CODES OF RESIDENCE



	% RESP	INDEX
FLINT ZIP CODES OF RESIDENCE (TOP 10)		
48439 (Grand Blanc)	4.0%	104
48706 (Bay City)	3.7%	113
48601 (Saginaw)	3.4%	114
48858 (Mount Pleasant)	3.4%*	83*
48867 (Owosso)	3.4%*	124*
48423 (Davison)	3.3%	108
48642 (Midland)	3.1%	109
48603 (Saginaw)	2.9%	124
48433 (Flushing)	2.8%	108
48640 (Midland)	2.5%	92



SPARTAN FANS – PROFESSIONAL SPORTS SYNERGY

SPARTAN FANS ARE ALSO FANS OF THE FOLLOWING TEAMS...



86% |
164



81% |
149



45% |
165



40% |
183

Read as:

86% of Michigan State Football & Basketball Fans are also Fans of the Detroit Lions.

Michigan State Football & Basketball Fans are 64% more likely to be Fans of the Detroit Lions, compared to the average Flint P18+.

BUYER INSIGHTS



NIELSEN BUYER INSIGHTS

ENDEAVOR leveraged the NBI database to directly correlate viewership of

Michigan State University

basketball & football games to purchase behavior at marquee retailers.

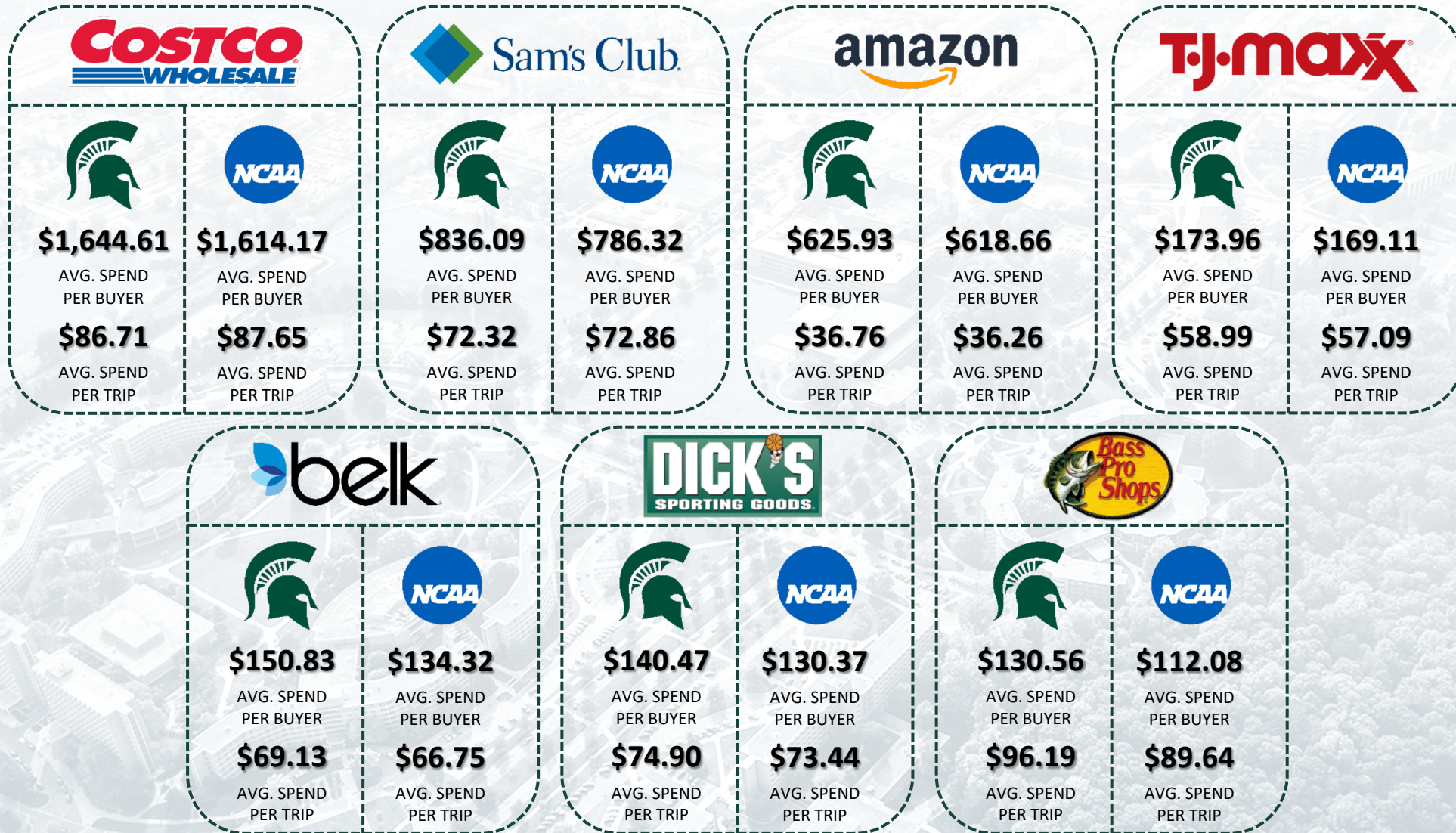
NBI provides industry leading “single-source direct match” data that attributes television viewing to credit card and debit card transactions among Nielsen’s national sample.

MICHIGAN STATE VIEWERS SPENDING POWER AT SELECT RETAILERS

MICHIGAN STATE UNIVERSITY FOOTBALL & BASKETBALL VIEWERS VS. NCAA FOOTBALL & BASKETBALL VIEWERS // TOTAL BUYERS

% COMPOSITION IS BASED ON U.S. PERSONS 18+

Read as:
Viewers of the Michigan State University Football & Basketball spent an average of \$1,644.61 at Costco during the prior 52 weeks at the end of January 2019. Per trip they spent an average of \$86.71.



Source: Nielsen Buyer Insights, Live+SD, original exhibitions only, Purchasing based on Prior 52 Weeks since end of January 2019. Michigan State University Basketball & Football = 3,531 minutes, NCAA Average= 289,067 minutes. Based on Credit & Debit card purchases only (accounts for roughly 80% US credit card coverage).



THANK YOU

ENDEAVOR **ANALYTICS**