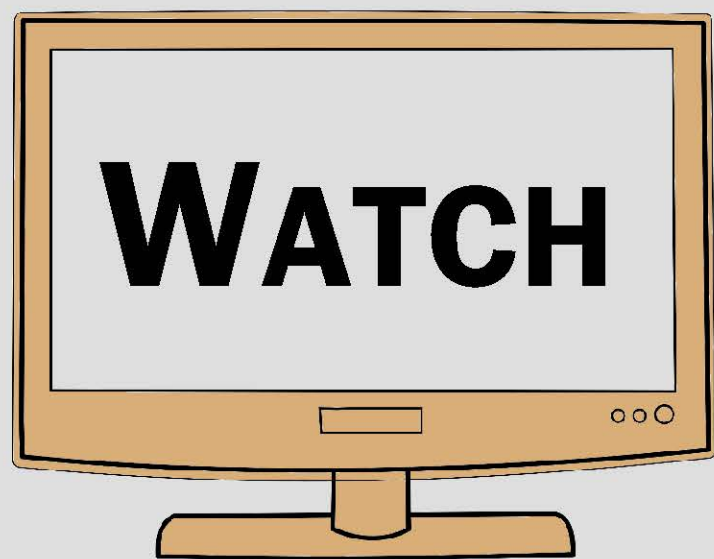


COLLEGE BASKETBALL 2017

HOW MUCH OF THE COLLEGE BASKETBALL TOURNAMENT DO AMERICANS PLAN TO WATCH THIS MARCH?

TOTAL ADULTS

VIEWING PLANS



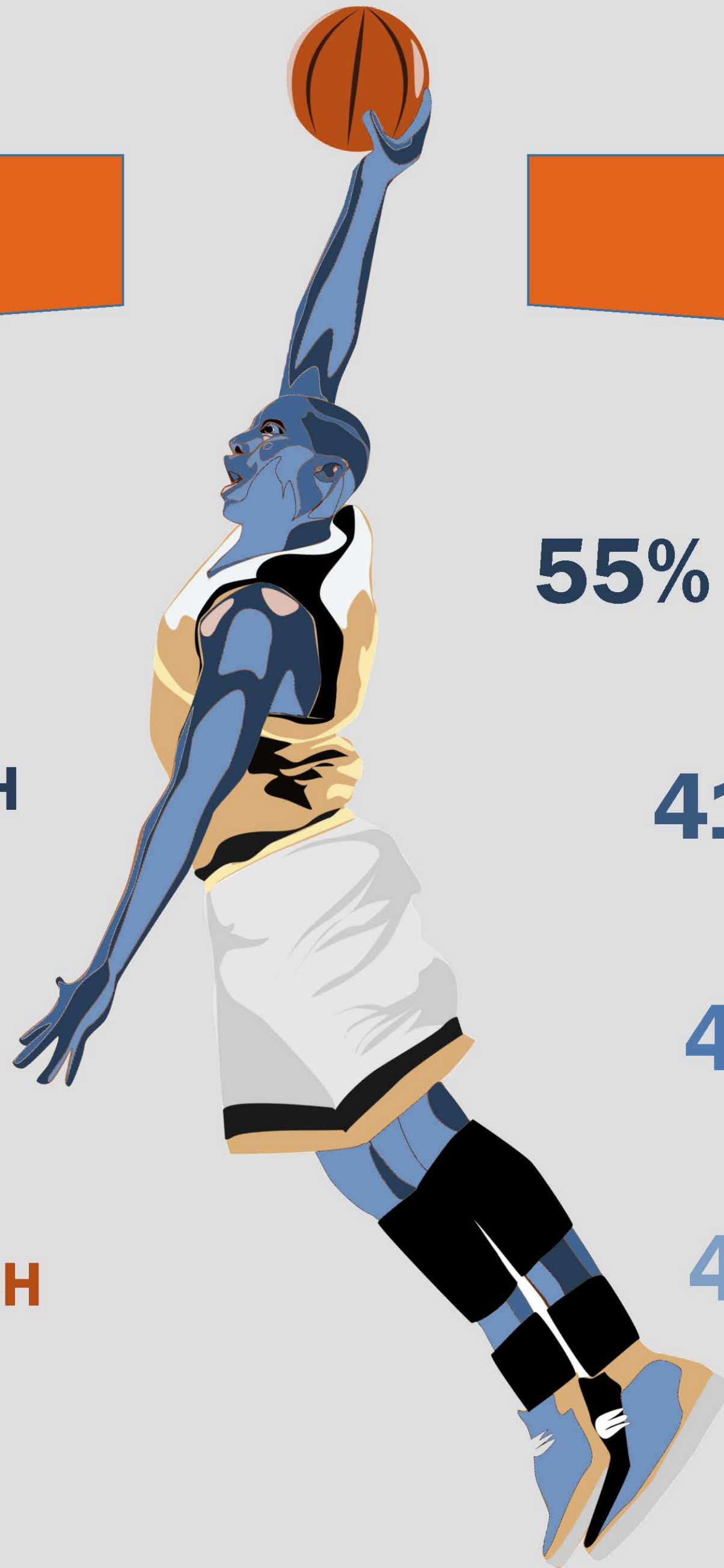
37%

WILL WATCH



59%

WON'T WATCH



KEY GROUPS

PLAN TO WATCH

55%

AFRICAN-AMERICANS

41%

SOME COLLEGE OR MORE

40%

REGION: MIDWEST

40%

REGION: SOUTH

The results are based on data collected from telephone interviews conducted March 2-5, 2017 by Princeton Survey Research Associates International (PSRAI) among a national sample of 1,003 U.S. adults age 18 or older, including 502 cell phone interviews.

PSRAI is an independent full service research firm. Our Omnibus survey is a dual-frame telephone survey conducted regularly among a nationally representative sample of U.S. adults. An omnibus survey allows multiple clients to add questions to one questionnaire, sharing many of the costs associated with telephone interviewing. This is an economical way to collect data of a nationally representative sample without the expense of running a custom survey. For more information, please contact us at research.nj@psrai.com or visit our website at www.psrai.com.