

College basketball was founded in 1891 at Springfield College. It was so popular, it became a demonstration sport at the 1984 olympics. Flash forward and the tournament was so prominent, by 2010 all 64 games were nationally televised (Schwartz, 2019). The popularity and market of college basketball has grown immensely in the past ten years. Behind football, college basketball is the second most popular college sport with 21% of Americans stating they are "very interested" in college basketball which has led to a 5% increase in TV viewership in the 2018-2019 season (Gravyanalytics, 2022).

This report will be analyzing specific sections of the college basketball market. Who is the college basketball fan? Specifically looking at the data of the age group of the average fan, gender of college basketball fans, percent by annual household income, social media usage of the fan, fans who purchase sport logo apparel, and lastly the consumer rating of influence of sport sponsorship on purchase of sponsor product. This provides essential information for companies and brands trying to market specifically towards the college basketball fan.

Data

This data was taken from the Sports Business Research Network. SBRnet is a website that provides sports market analytics. They provide a comprehensive online platform of nationwide sports business, sports marketing and sports marketing analytics, using syndicated custom and proprietary research for professional and college sports, consumer research, industry reports, and licensed industry articles (SBRnet, 2020). The data shown in this report was collected from the College Basketball Market Summary page.

Figure 1

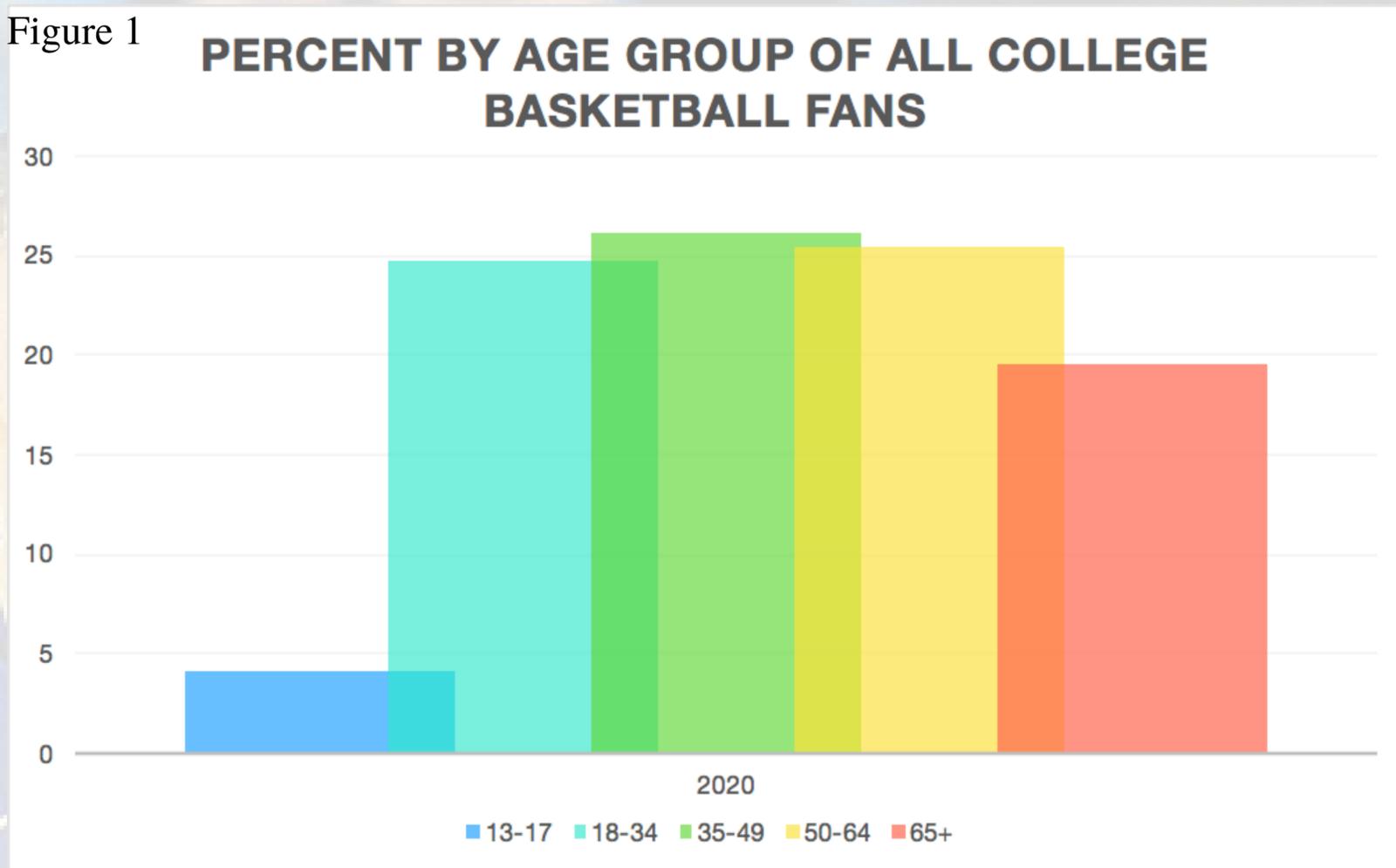


Figure 1 depicts the percent by age group of all college basketball fans in 2020, showing the lowest age group of 13-17 years at 4.1% and the highest age group of 35-49 years at 26.1%. The only outlier being the 4.1%, with the rest of the age groups staying between 19-26%. The age group of the consumer is vital information when trying to market any brand or organization.

Figure 2

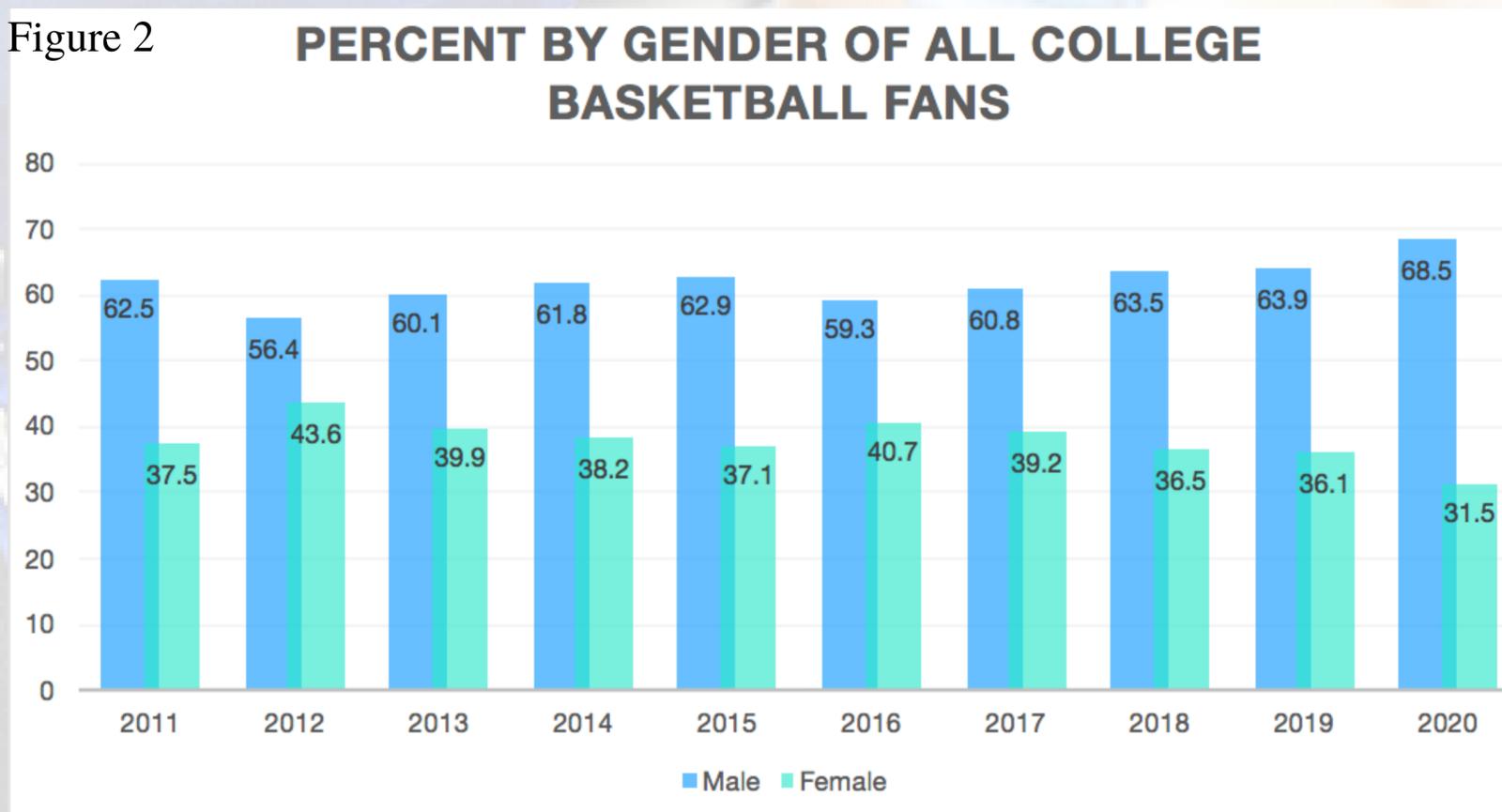


Figure 2 is presenting the percent by gender of all college basketball fans from 2011-2020. It is clear that these numbers remained roughly the same over those nine years. the most recent year, 2020, showing the highest percentage of male (68.5%) and the lowest of female (31.5%). Similarly to age, gender of the consumer is important information when trying to market or grow a fanbase.

Figure 3

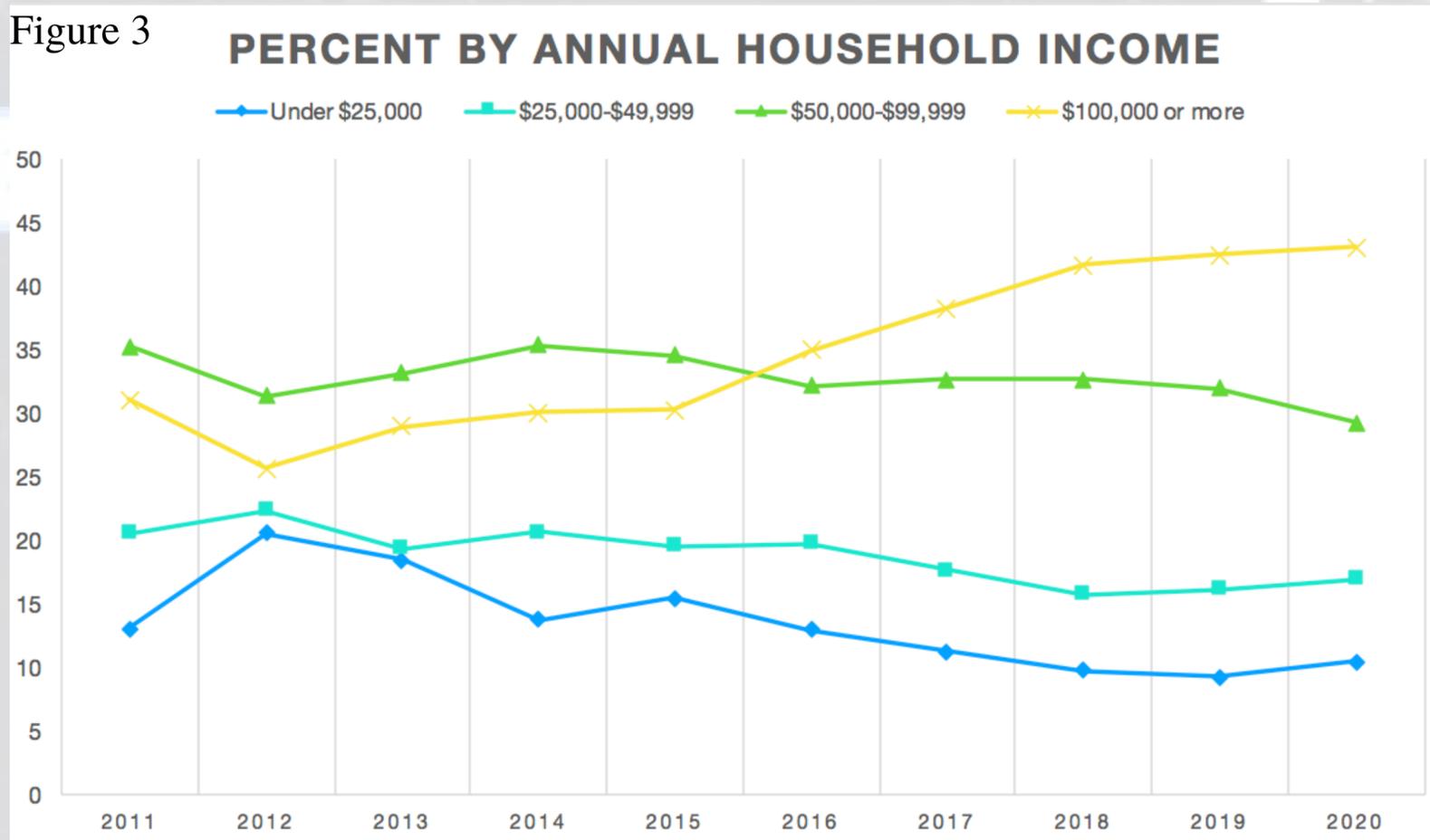


Figure 3 is presenting the percent by annual household income of all college basketball fans from the years 2011-2020. Between those 9 years, there was no drastic change. It is interesting to see the highest income of \$100,000 or more had the biggest increase, starting at 31% in 2011 and ending at 43% in 2020. The other income categories have decreased since 2011.

Figure 4

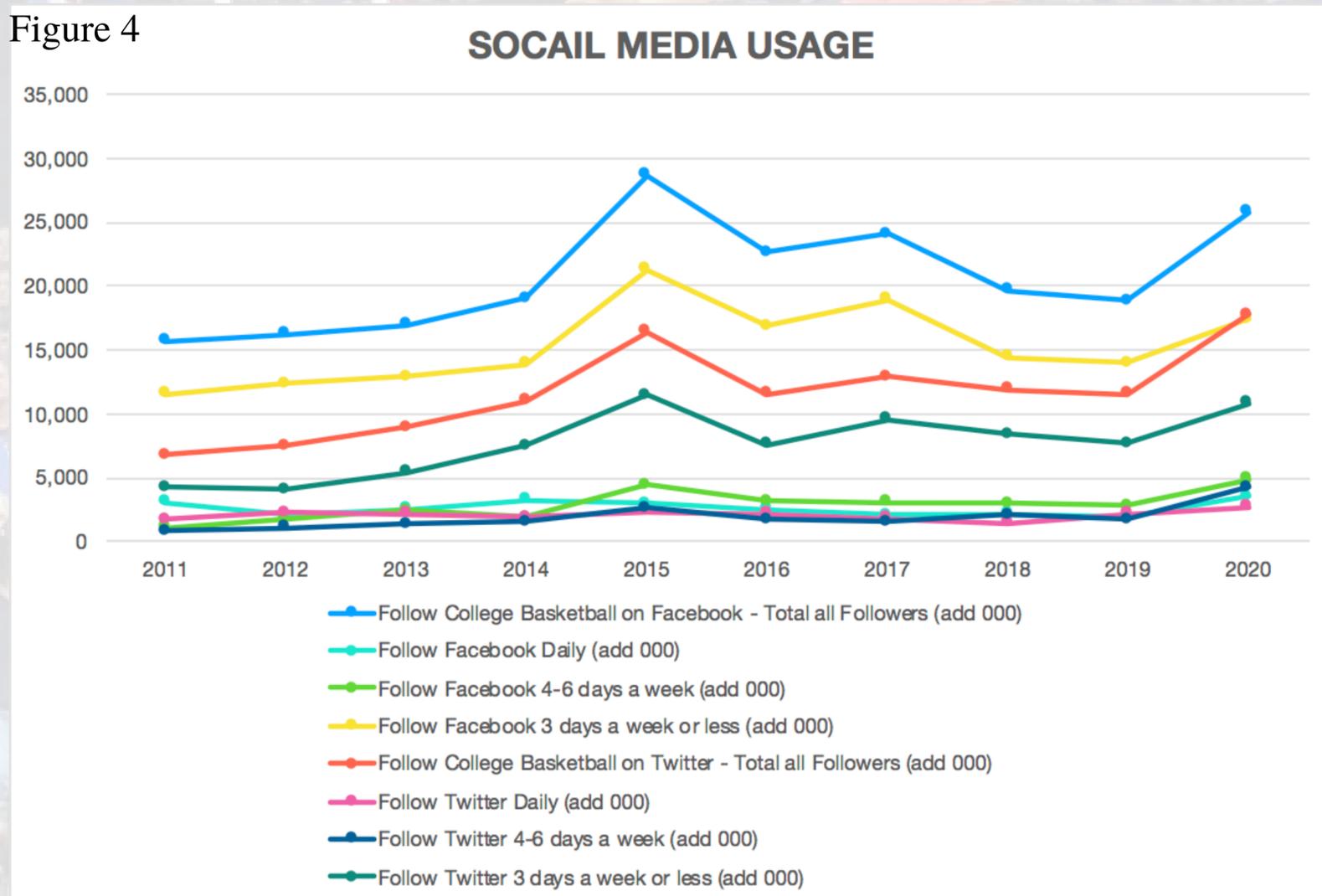


Figure 4 depicts the college basketball fans social media usage from 2011-2020. It is fascinating to see that while the amount following is different for each platform, the trend is nearly identical for each one. There is a spike in 2015, then a decrease, followed by another spike in 2020. This information is vital to know which platform would be the most influential place to market towards the average college basketball fan.

Figure 5

PURCHASING SPORT LOGO APPAREL



In figure 5 we see the percentage of college basketball fan that purchases sport logo apparel in 2020. The largest percentage showing the fans who used a Tablet to view at least one game who purchased Sports Logo Apparel at 46%, fans using a using a computer or a smartphone who purchased sport logo apparel both at 39%. This also provides data showing the percentage of fans who use facebook and twitter and purchase sport logo apparel. This will help businesses decide where to advertise their apparel.

Figure 6

CONSUMER RATING OF INFLUENCE OF SPORT SPONSORSHIP ON PURCHASE OF SPONSOR'S PRODUCT 2020

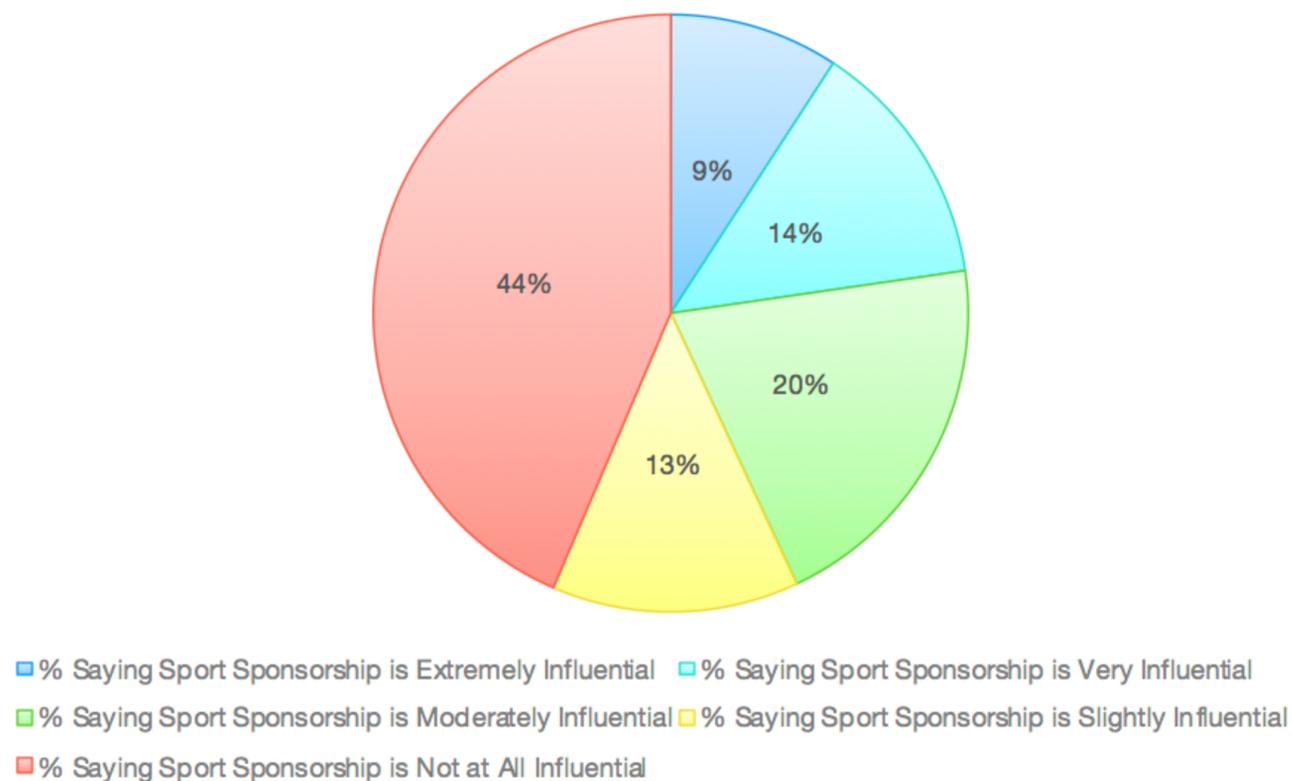


Figure 6 is presenting the consumer rating of influence of sport sponsorship on purchase of sponsor's product in 2020. The shockingly large outlier in this chart is the 44% of fans saying that sport sponsorship is not at all influential, and only 9% saying that sport sponsorship is extremely influential. This is a very eye opening piece of information for brands that would potentially be spending millions of dollars on a sponsorship deal with a college team (CAFI, 2022).

After analyzing the provided data, brands and organizations will be able to make a well informed decision on what is best for their business. These charts and graphs present advantageous data that could potentially help businesses succeed. For example, knowing that the average fan is 35-49 years old, male, with a household income of over \$100,000 will produce a more accurate marketing plan. Seen in the data above, the highest household income of \$100,000 or more had the biggest increase, starting at 31% in 2011 and ending at 43% in 2020. The other income categories have decreased since 2011.

Knowing that your target markets most used social media platform is Facebook is also vital information. This lets companies know which platform they should be advertising on. Another crucial piece of data is the high percentage of fans (44%) saying that sport sponsorship is in no way influential to them when buying a product. This could prevent companies from wasting millions of dollars on sponsorship deals (CAFI, 2022).

With hundreds of millions of dollars invested into college basketball programs across the nation every year and Covid-19 causing a huge financial plunge, being able to maximize return on investment is vital for these programs (Boettger, 2020). Understanding the college basketball fan is the first step to growing or sustaining the market. After viewing the percentage by age group of the college fan, it is clear that college students do not dominate the market, and college fans have become less interested in college basketball (Gholson, 2018).

While the college basketball market is large and there is not necessarily a problem, companies need to make sure they are capitalizing off of the given data in order to make profitable business decisions.

References

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