



Tech Armor Mobile March Madness  
Survey:  
Mobile Usage and the 2017 NCAA  
Men's Division I Basketball  
Tournament

Summary report

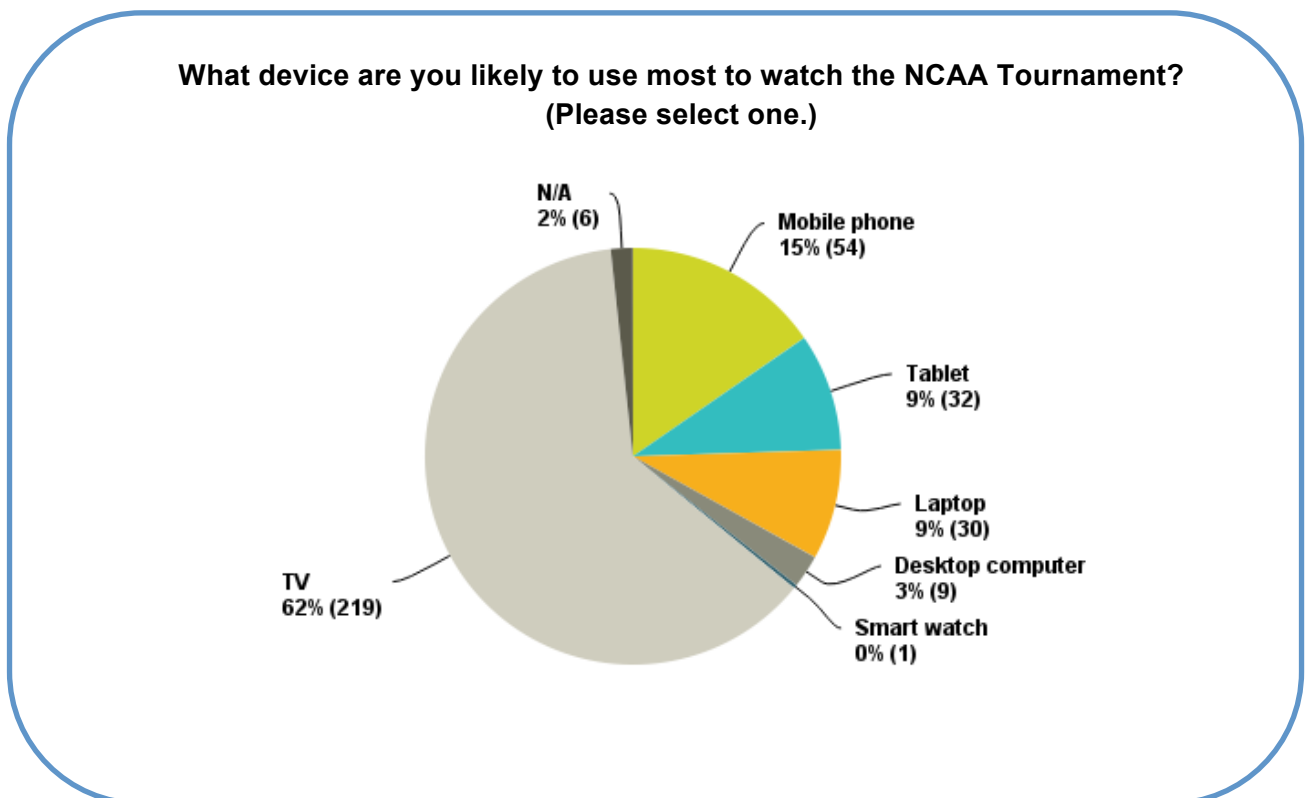
## Introduction

No one doubts the rise of mobile usage in our daily lives, especially in entertainment. In this study, we look at how fans will use their mobile devices to experience the 2017 NCAA Men's Division I Basketball Tournament: the games, their brackets and other tournament related news. This is a survey of college basketball fans in the United States of their opinions about their mobile technology use to enjoy the March Madness tournament. We received 352 qualified responses.

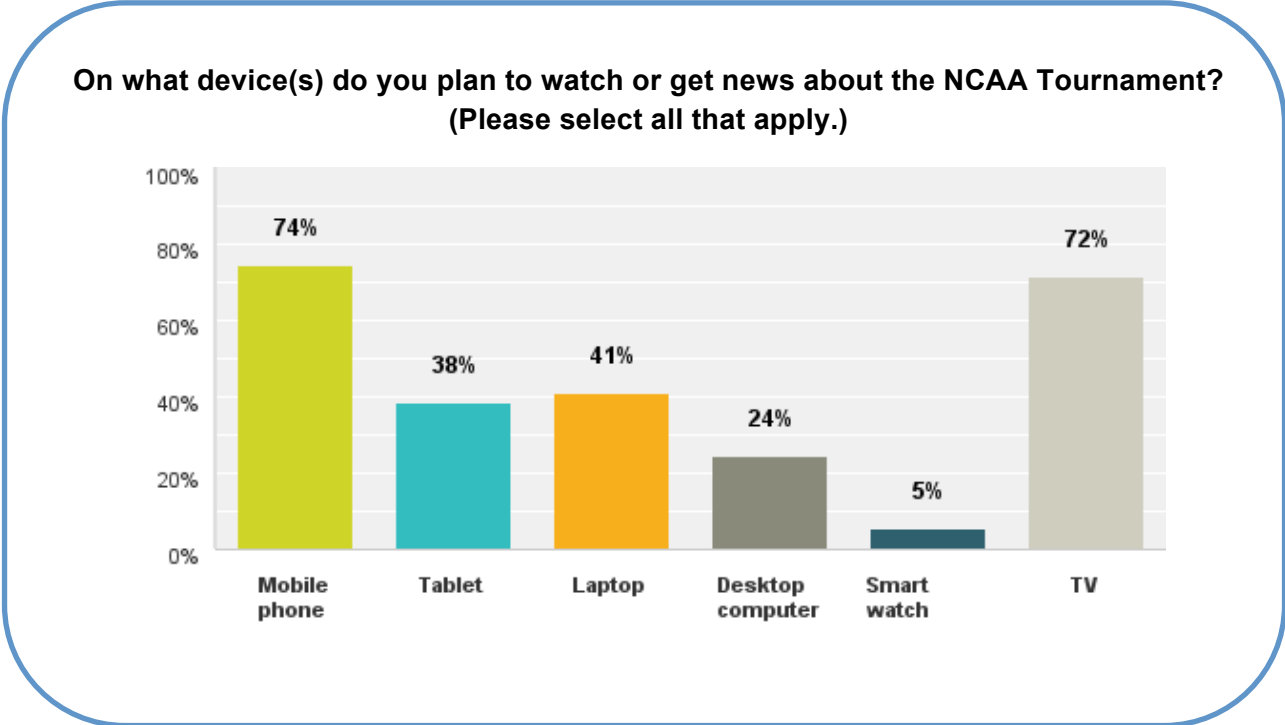
## Which devices and what kind of news?

The survey first explores what devices fans plan to use the most for watching the games and for getting news about the games. Then we asked what kind of tournament-related news they would follow.

A majority of respondents selected TV as the device they will use the most to watch the NCAA games (62%). Only 15% of respondents stated they would use their mobile phone the most. Other devices selected included tablets, laptop and desktop computer.

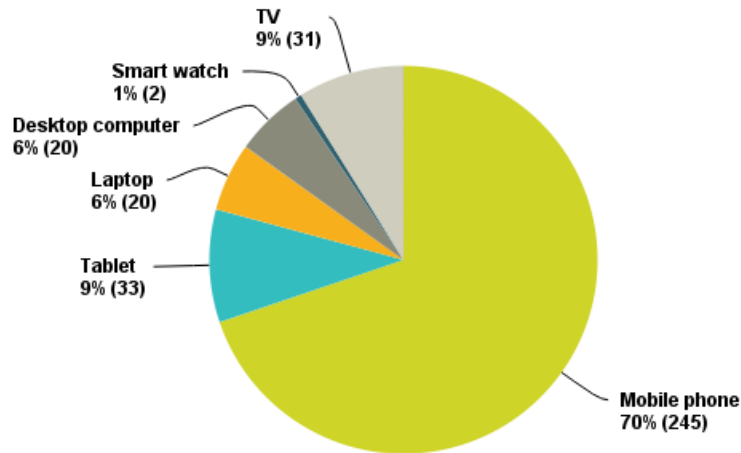


When asked to select all devices they planned to use to watch or get news, smart watch came in last at 5%, while mobile phone edged out TV at 74% and 72%, respectively.



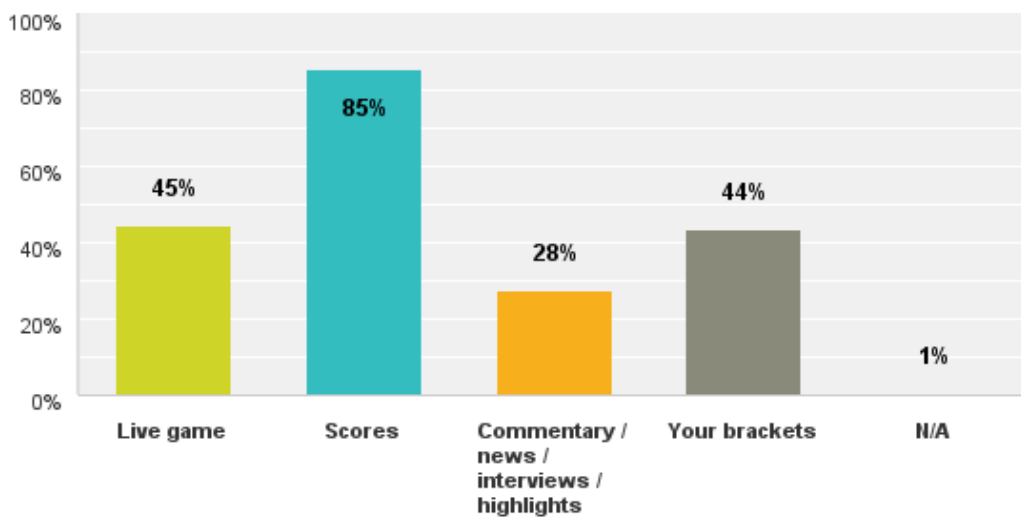
Seven in 10 respondents will use their mobile phones the most to get news about the NCAA compared to TV at slightly less than one in 10.

**What device are you likely to use most to get news about the NCAA Tournament?  
(Please select one.)**



The most common tournament-related news to follow from a mobile phone: get scores (85%). 45% of total responses stated they would use their mobile phone to watch the live game.

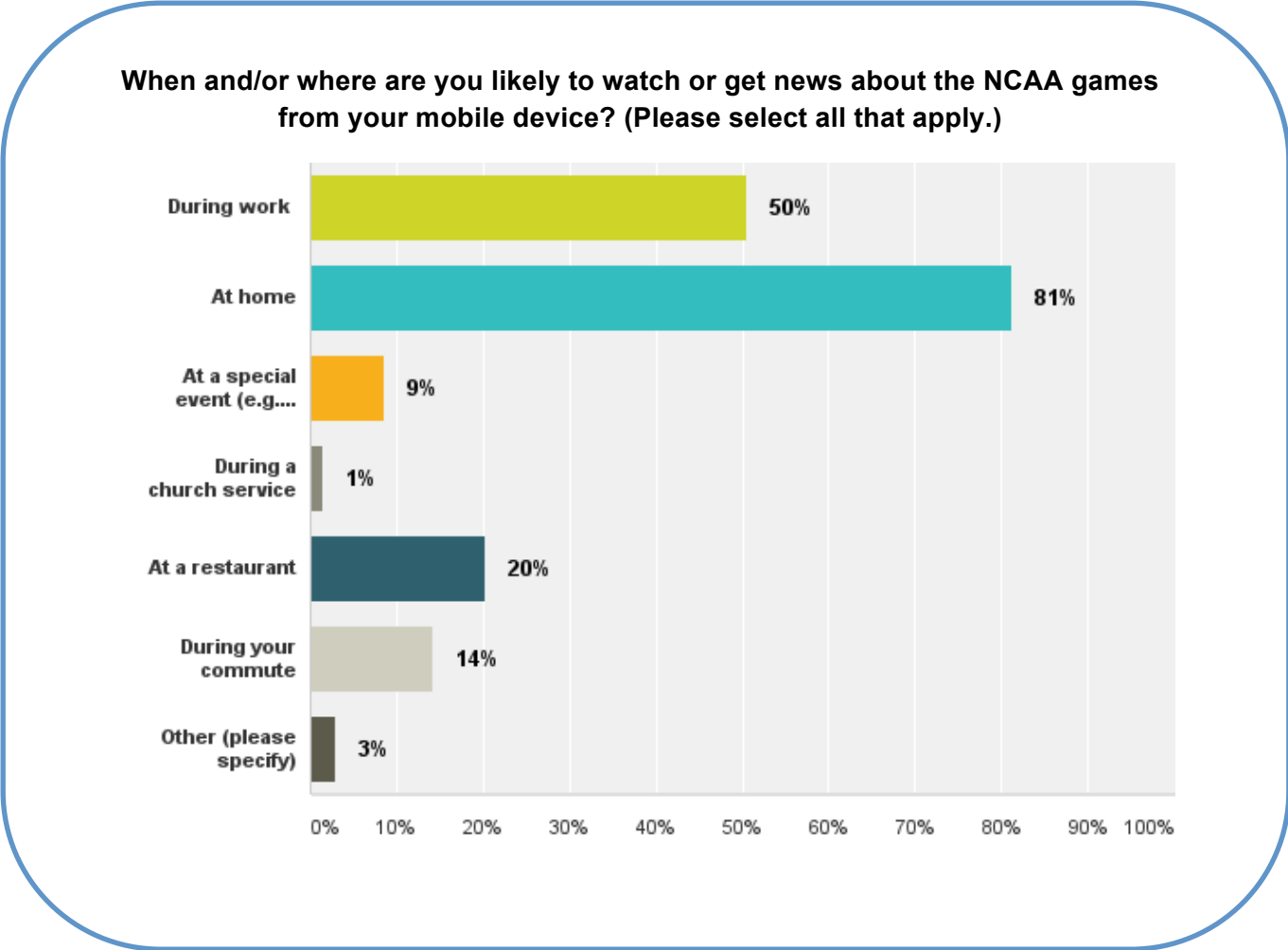
**What tournament-related news do you plan to follow from your phone? (Please select all that apply.)**



**When, where and how often?**

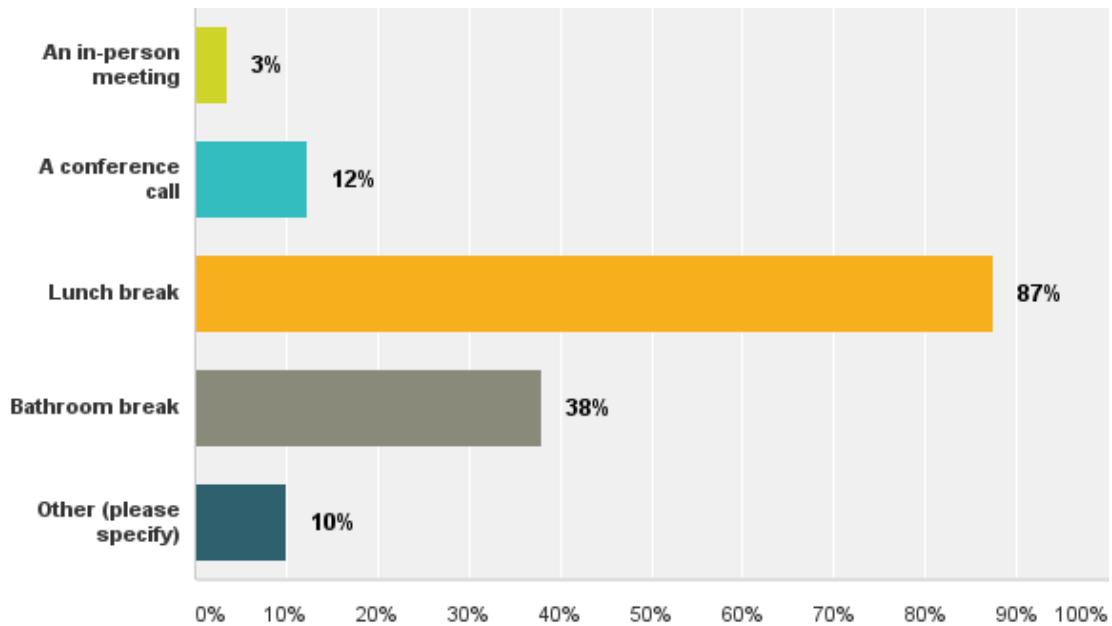
We also explored when and from where fans intended on experiencing the games as well as frequency throughout the entire day and the workday.

When asked when and/or where they were likely to watch or get news about the games, 81% of all responses were at home, 50% at work, 20% at a restaurant and 14% during a commute

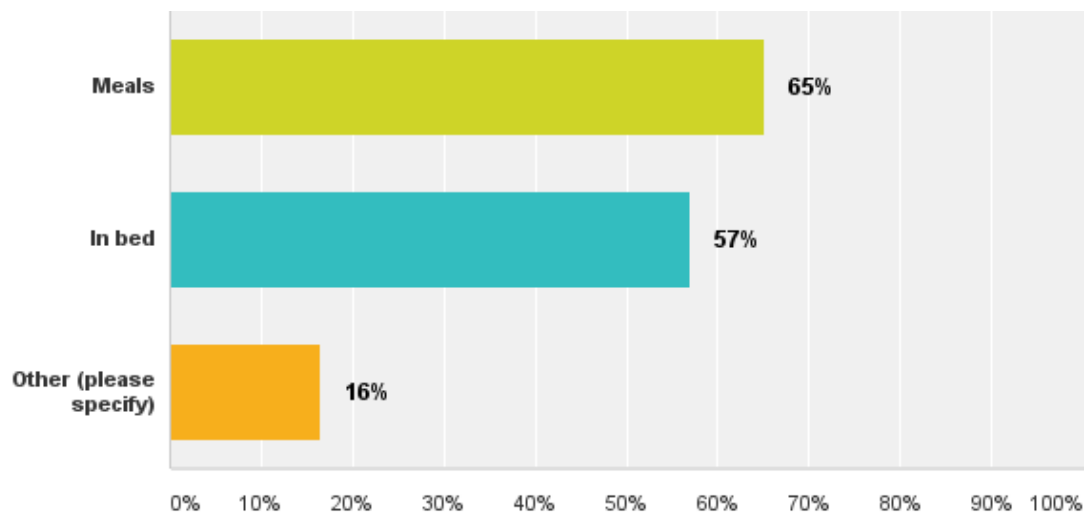


Of those who plan to follow the NCAA games and/or news while at work, lunch breaks proved to be the most popular time (87% of total responses), with three percent somehow sneaking in glimpses during in-person meetings and 12% during conference calls. Interestingly, 38% of total responses indicated they would be checking during their bathroom breaks.

**If at work, are you likely to follow the NCAA games/news during  
(please select all that apply):**



**If at home, do you plan on following NCAA games/news during  
(please select all that apply):**



Slightly over half of respondents stated they would check on the tournament 1-5 times throughout the entire day, while one quarter would check 6-10 times.

**How many times are you likely to check on the tournament throughout the entire day?**

Answer Choices	Responses	
1-5	53.85%	189
6-10	26.50%	93
11-15	10.54%	37
16-20	3.13%	11
More than 20	5.98%	21
<b>Total</b>		<b>351</b>

When asked how many times throughout the workday survey participants would check on the tournament, 68% stated 1-5 times and 18% indicated 6-10 times.

**How many times do you plan on checking on the tournament throughout the workday?**

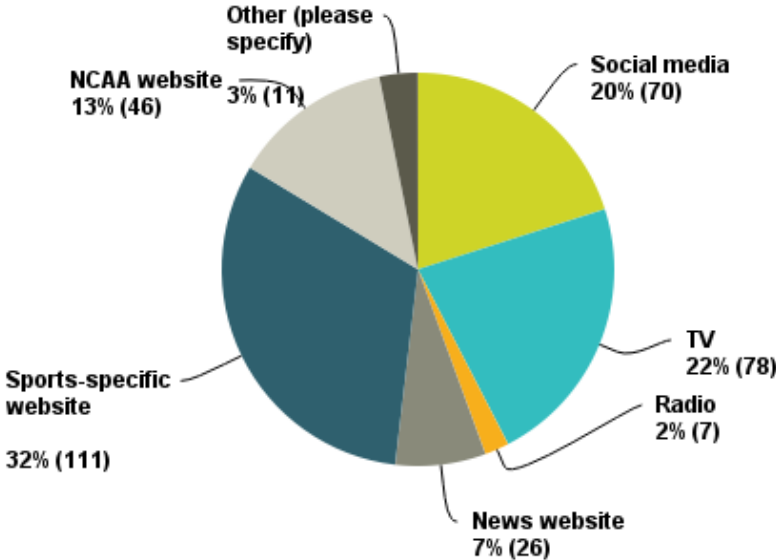
Answer Choices	Responses	
1-5	68.48%	239
6-10	18.05%	63
11-15	6.02%	21
16-20	4.01%	14
More than 20	3.44%	12
<b>Total</b>		<b>349</b>

**What are your sources?**

We were curious about where fans were going to get their NCAA tournament information.

Social media continues to play a role as a viable source for news, coming close behind TV and even sports-specific websites. 32% of all respondents would use sports-specific websites as their primary source for getting news about the tournament, with 22% TV and 20% social media.

**What is likely to be your primary source for news about the tournament (not including watching the games)? (Please select one.)**



**Sources: Millennials versus Non-Millennials**

Breaking it down by age demographic however, slightly more than 1 in 4 millennials (age 18-34) will use social media as their primary source to get news about the tournament compared to just slightly more than 1 in 10 for non-millennials (age 35 and over).

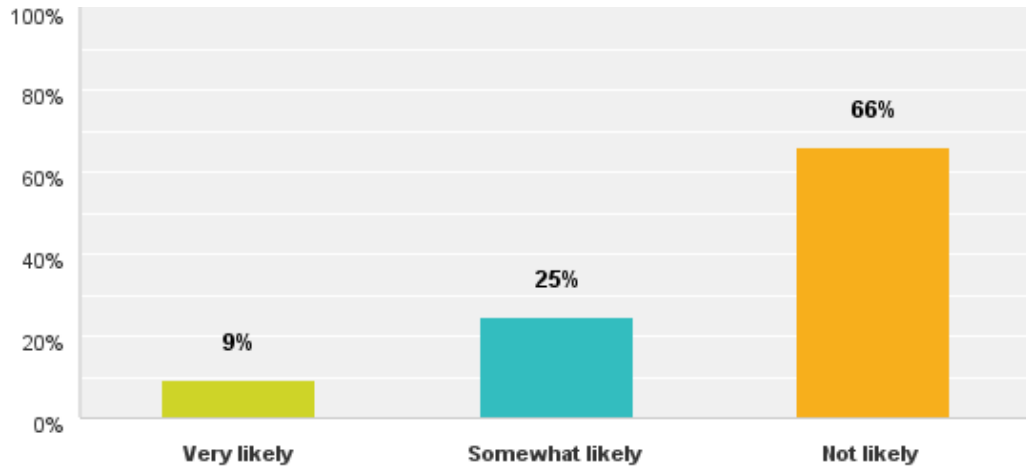


	Millennials (age 18-34)	Age 35 and over
Social media	28%	12%
Sports-specific Website	26%	38%
TV	23%	21%
NCAA website	12%	14%

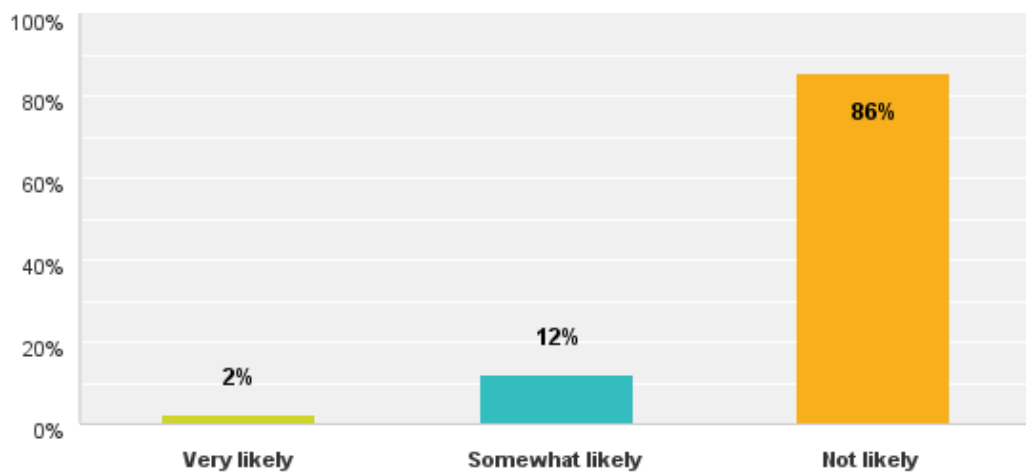
### Likelihood to spend extra money: Millennials versus Non-Millennials

When looking at likelihood to spend extra money to enhance their NCAA experience, millennials are more than twice as likely to spend extra money compared to non-millennials (age 35 and over). 34% of millennials were somewhat likely or very likely to pay for a mobile app to follow the tournament (compared to 14% for non-millennials). Additionally, 1 in 4 millennials were somewhat likely or very likely to increase their data plan to stream games, compared to 1 in 10 of non-millennials.

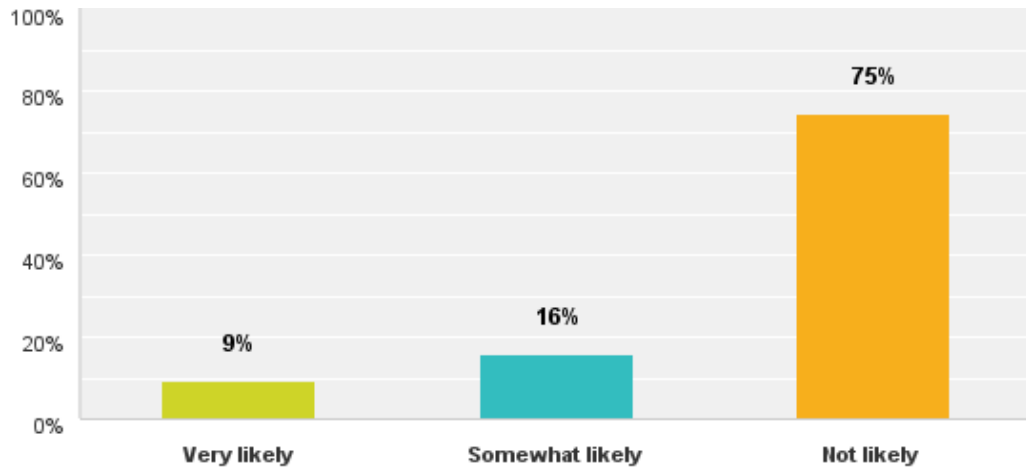
**How likely are you to pay for a mobile app to follow the tournament?  
Millennial responses:**



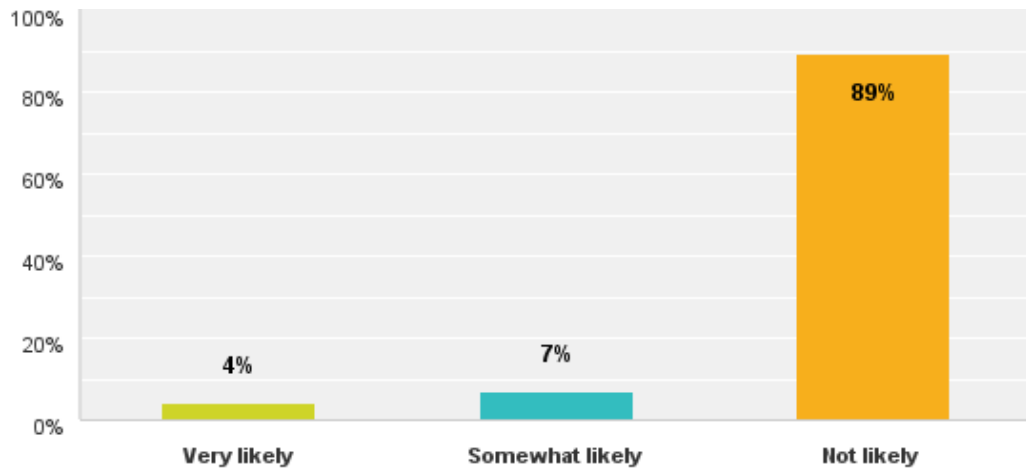
**How likely are you to pay for a mobile app to follow the tournament?  
Age 35 and over responses:**



**How likely are you to increase your data plan to stream the tournament games?  
Millennial responses:**

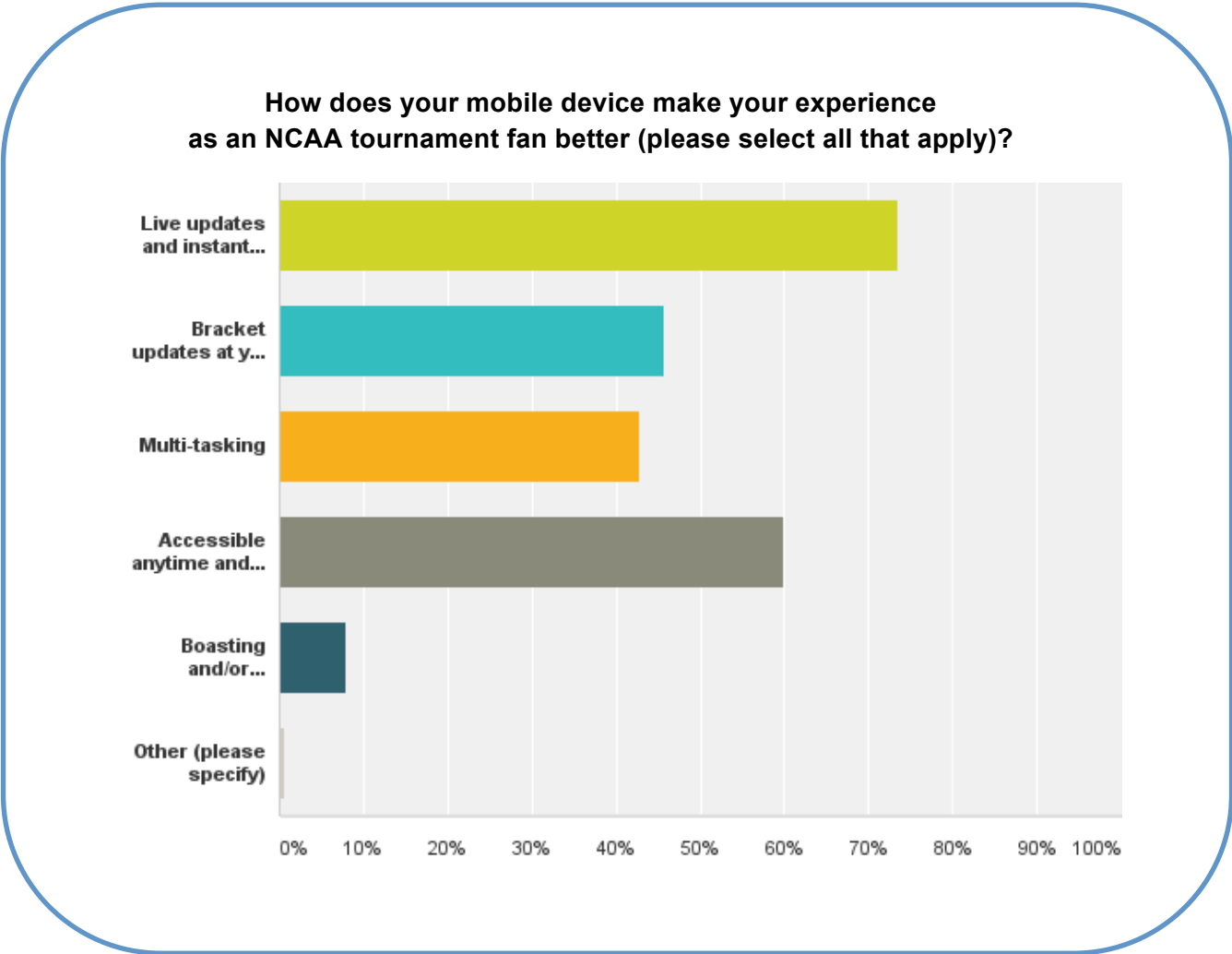


**How likely are you to increase your data plan to stream the tournament games?  
Age 35 and over responses:**

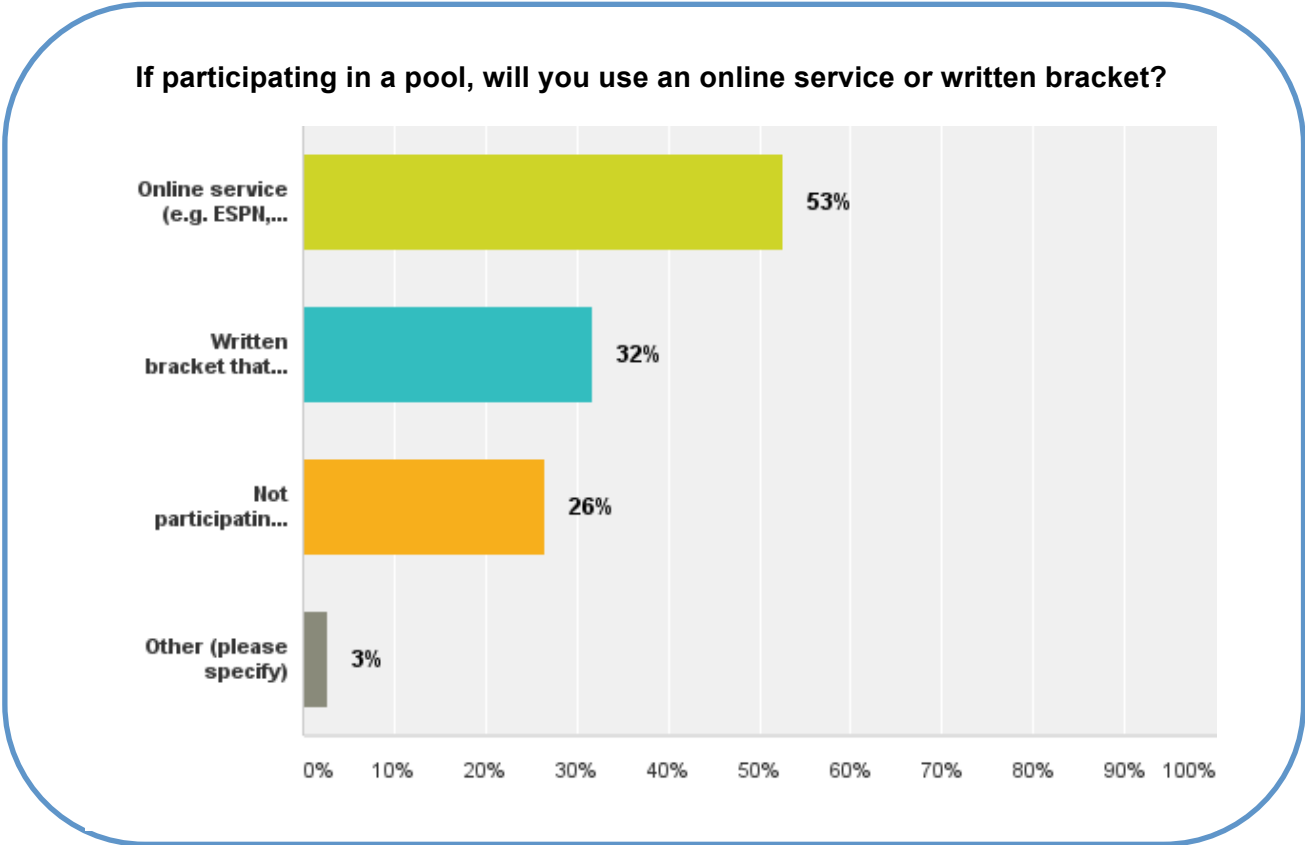


**How does mobile make your experience better?**

Mobile devices make NCAA tournament fan experience better in the areas of live updates and instant news (73% of all responses), accessibility (60%) and bracket updates at their fingertips (46%).

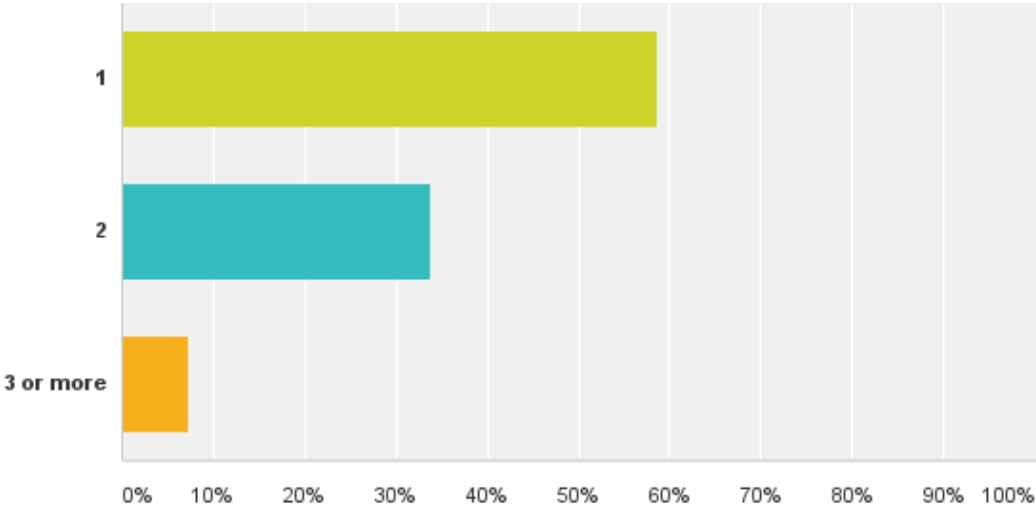


Of those who plan to participate in a pool, 71% of total responses will use an online service (such as ESPN or Yahoo!), while 43% will use a written bracket that is run offline.



41% of respondents plan to use two or more devices simultaneously to keep up with the tournament.

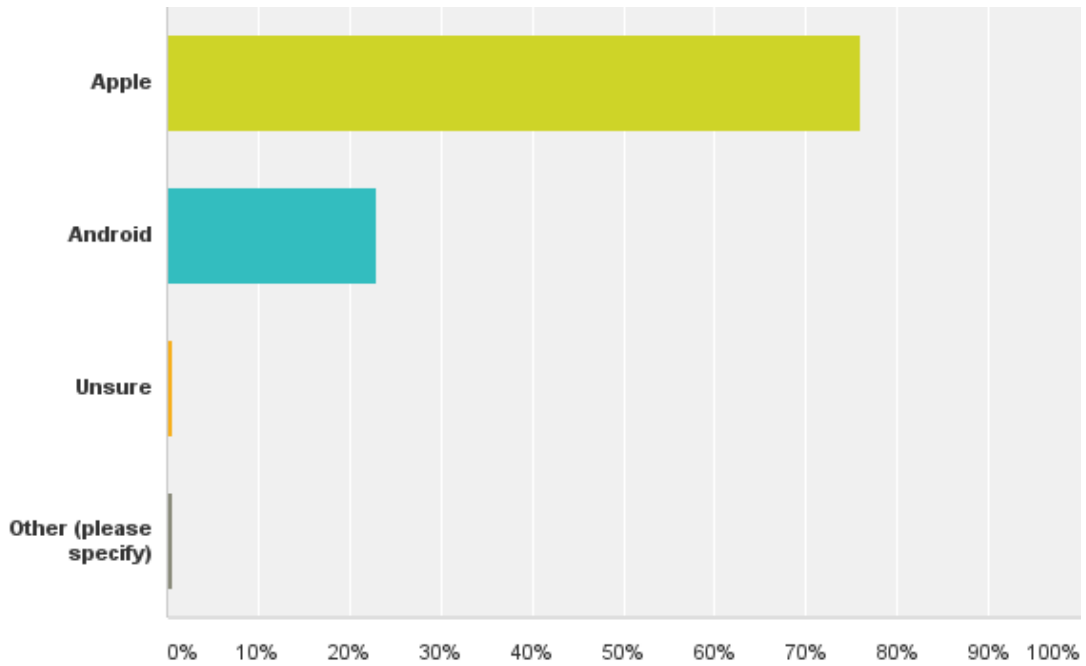
**How many devices are you likely to use simultaneously to keep up with the tournament?**



**Apple, Android or Other?**

Three-quarters of respondents' smartphones run on Apple OS and nearly one quarter on Android.

### What operating system does your smartphone run on?



The survey was conducted by Tech Armor between February 2 and February 15, 2017, among an independent online panel of respondents in the United States. The margin of error for the respondents is +/- 5% with a confidence level of 95 percent.