Do March Madness Wins Spur Interest in a School Overall?
DO MARCH MADNESS WINS SPUR INTEREST IN THE SCHOOL OVERALL?

Simply put, **yes**.

Every March, the NCAA basketball tournament absorbs the public’s attention. The three-week tournament also shakes up site visits to U.S. News Education.
During the NCAA tournament, traffic to University of Notre Dame, Syracuse University, University of North Carolina, University of Virginia, Villanova University, University of Oklahoma, University of Oregon, University of Kansas, profile pages increased by an average of 83%.

Five of the Elite Eight -- Notre Dame, Syracuse, University of North Carolina, University of Virginia and Villanova -- are also within the top 100 schools on the U.S. News Best Colleges rankings. Traffic to those specific university pages rose an average 98 percent.

Mobile visits spiked a whopping: 125%.
VILLANOVA: THE BOOSTED BEST

The championship winner, Villanova, is a prime example of the NCAA effect. Our audience’s interest in the school inflated with each Wildcats win.

- ▲ 122% uptick in visits to the college’s page compared to 2015.
- ▲ 290% increase in visits to Villanova from the beginning of February to the beginning of April.
- ▲ 422% uptick in visits from mobile during the tournament.

ABOUT U.S. NEWS & WORLD REPORT

CONSUMER DECISION TRENDS

As a trusted publisher of news and advice with 37 million unique visitors monthly, U.S. News has a trove of information and trend data on how people make important choices. In Consumer Decision Trends, we reveal the reasoning behind those decisions, based on traffic trends and reader engagement.

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