



Tournament of Roses® 2018 Statistics



Rose Parade® Presented by Honda

Individual Viewership.....	44 Million*
Household Viewership.....	31 Million*
Local Broadcast Household Viewership.....	1.8 Million



Twitter (@roseparade).....	17,491
Facebook (/roseparade).....	69,333
Instagram (@roseparade).....	12,761
Page Views (tournamentofroses.com).....	2,668,489
1/3/2017-1/2/2018	

College Football Playoff Semifinal at the Rose Bowl Game® Presented by Northwestern Mutual

Household Viewership.....	28.3 Million**
Rating.....	14.8**

ESPN (Exclusive broadcaster of the Rose Bowl Game)

Twitter (@rosebowlgame).....	48,308
Facebook(/rosebowlgame).....	14,203
Instagram (@rosebowlgame).....	9,626

Printed Programs

Rose Parade.....	45,000
Rose Bowl Game.....	20,000

Tournament of Roses Event App

Users.....	8,149
Page Views.....	232,386

Event Attendance

(estimated)

Bandfest.....	9,500
Decorating Places.....	20,000
Equestfest.....	2,000
Post Parade.....	70,000
Rose Bowl Bash.....	10,000
Rose Bowl Game.....	92,844
Rose Parade.....	700,000

Rose Parade Participants

Bands.....	22
Equestrian Units.....	20
Floats.....	42
Tournament Entries.....	4
(Non-float entries)	

*As reported by The Nielsen Company
 **As reported by ESPN