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Mar. 19, 2015



Will you be watching the March Madness games during work? Maybe at a bar during your lunch hour? You're not the only one.

A new survey from online retailer [RetailMeNot](#) shines a light on who tunes in to the tournament the most, where they're watching and how much they're planning on

spending during the highly anticipated college basketball championship games. The

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weeks,” says Clendon Ross, sports commentator and RetailMeNot, Inc. community manager. “But March Madness doesn’t just hook the rabid basketball fan. It’s astonishing how entire offices transform from calm to crazy when tournament watching and bracket money is at stake. Fans are really willing to open their checkbooks to support their favorite team.”

To Watch or to Work, That Is the Question

The tournament certainly draws a nice crowd, with nearly 2 in 3 fans (64%) watching the games with others.

“Lunch breaks” might take on new meaning during March Madness this year. Nearly 3 in 10 working consumers would be willing to take it to the next level and watch hoops at a bar during lunch (28%) or while actually in the workplace (27%). Who watches the most at work? Men! More males than females are willing to watch the game at work (37% vs. 17%) or even call in sick to work during March Madness (21% vs. 6%).

Furthermore, nearly 1 in 5 (17%) of those in the workplace would rather watch March Madness than get ahead at their place of employment, and nearly as many (14%) workers would opt to watch the games rather than receive an extra paid vacation day.

Being a Fan Doesn’t Come Cheap

March happens to be the one of the few times of year that men spend more than women. Nearly half (49%) of males would spend on March Madness compared to fewer than 3 in 10 (29%) females shelling out dollars for the Big Dance.

Those who are spending money on the tournament this year plan to fork over upward of \$191, that’s an increase from \$135 last year*. In fact, just over 1 in 10 (11%)

would go as far as spending more than \$300 on March Madness activities.

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He will cheer hima mater (10%).

Among those who pick a favorite team during March Madness, half (50%) would watch every game their team played if they made it to the Sweet 16. That's up from 41% last year*.

How do fans with a favorite team celebrate if this team makes it to the Sweet 16? Not surprisingly, 29% would likely host a March Madness party.

If consumers were to host or attend a March Madness get-together, more than 2 in 3 (67%) would most want to eat [pizza](#), followed by chips and dip (63%), nachos (49%) and Buffalo wings (47%). Fewer fans have as strong an appetite for burgers (38%), sandwiches (37%), chicken fingers (35%) and chili (22%).

Payroll

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