

2025

College Basketball Tournament



42% of people will be watching this year's College Basketball tournament

We've seen a popularity change in regions for those who plan to watch. In 2024, the Midwest had the highest percentage (**45%**) of people watching, this year being the South as the highest region of people tuning in (**44%**).

Do you generally watch college basketball?

55%

of the tournament fans regularly watch college basketball.

How are fans watching?

60%

of viewers will be watching the tournament in real time, and men will make up the largest live TV audience for the 3rd year in a row.

Popular Sports Betting Platform Visits

\$3.1M is expected to be legally wagered on the tournament, according to Yahoo Sports. Consumers surveyed listed **Fanduel** and **DraftKings** as their most visited gambling apps.

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Data witnessed March 2025

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