

# Mayhem in the Workplace During March Madness

*RetailMeNot finds that March Madness wreaks havoc on work productivity and wallets*

- 27% of those employed plan to tune in to the games while on the job
- Almost 1 in 5 workers is willing to pass on getting ahead at work just to watch
- Those who do have March Madness expenses will spend close to \$200

AUSTIN, Texas, March 18, 2015 /PRNewswire/ -- Will you be watching the March Madness games during work? Maybe at a bar during your lunch hour? You're not the only one! RetailMeNot ([www.retailmenot.com](http://www.retailmenot.com)), the largest digital offers destination in the United States, has released new survey data showcasing 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 short story? Over *half* of all respondents plan to watch the tournament.



This dedication is amplified by the obligations respondents plan to set aside, with close to a third (31%) skipping their workout routine, nearly 1 in 5 (17%) willing to pass on getting ahead at work and nearly 1 in 10 are open to skimping on quality family time just to get their game on!

"March Madness is just that, madness, but in the best possible way. Sixty-seven of the top teams in college basketball are competing for the best in show over a few short 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.

Brackets also get a lot of love during the tournament. Almost 2 in 5 (35%) would be willing to spend money on a bracket. How much money? On average, they are willing to spend \$90.

## **How and Who Are Fans Celebrating?**

How do most people choose a team to root for? The survey found that 34% of fans are most likely to support a team based on its location. After that, loyalty is most apt to lie with their alma mater (16%).

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%).

Looking for "Slam Dunk Savings"? Look no further than **RetailMeNot's Spring Deals** page for all your apparel, snack and gear needs! After all, we're out to Save the World (Some Money)!

#### **ABOUT RETAILMENOT, INC.**

RetailMeNot, Inc. (<http://www.retailmenot.com/corp/>) operates the world's largest marketplace for digital offers. The company enables consumers across the globe to find hundreds of thousands of digital offers from their favorite retailers and brands. During the 12 months ended December 31, 2014, RetailMeNot, Inc. experienced nearly 700 million visits to its websites, and during the three months ended December 31, 2014, monthly mobile unique visitors totaled 21.2 million. In 2014, RetailMeNot, Inc. estimates \$4.4 billion in paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. The RetailMeNot, Inc. portfolio includes RetailMeNot.com, the largest digital offer marketplace in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk, the largest digital offers marketplace in the United Kingdom; Deals.com in Germany; Actiepagina.nl, a leading digital offers site in the Netherlands; Bons-de-Reduction.com and Ma-Reduc.com, leading digital offers sites in France; Poulpeo.com, a leading digital offers site with cash back in France; and Deals2Buy.com, a digital offers site in North America. RetailMeNot, Inc. is listed on the NASDAQ stock exchange under the ticker symbol "SALE." Investors interested in learning more about the company can visit <http://investor.retailmenot.com>.

Be sure to "like" RetailMeNot, Inc. on **Facebook** and follow the company via Twitter **@retailmenotinc**.

#### **2015 Report Methodology**

The RetailMeNot February 2015 Survey was conducted between February 23 and 27, 2015, among 1,023 U.S. residents ages 18 and over, using an e-mail invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

#### **\*2014 Report Methodology**

The RetailMeNot February Survey was conducted between February 14 and 21, 2014, among 1,023 U.S. residents ages 18 and over, using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

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Media contacts:

Sara Skirboll  
RetailMeNot, Inc.  
+1 646 413 3430 mobile  
[sskirboll@rmn.com](mailto:sskirboll@rmn.com)

Kristen Nelson  
RetailMeNot, Inc.  
+1 832 398 5792 mobile  
[knelson@rmn.com](mailto:knelson@rmn.com)

Allison+Partners Public Relations  
[retailmenot@allisonpr.com](mailto:retailmenot@allisonpr.com)

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