

# March Madness Betting by the Numbers

**47**  
MILLION

**(19%)**

AMERICAN ADULTS WILL COLLECTIVELY WAGER **\$8.5 BILLION** ON THE NCAA MEN'S BASKETBALL TOURNAMENT.

**40**  
MILLION

**(16%)**

WILL FILL OUT A BRACKET.

AMERICANS WILL COLLECTIVELY WAGER **\$4.6 BILLION** ON THE **149 MILLION** BRACKETS THEY PLAN TO FILL OUT.

AMONG THE

**47**  
MILLION

WHO WILL PLACE SOME KIND OF BET, **DUKE (29%)** IS THE FAVORITE TO WIN, FOLLOWED BY:

- **GONZAGA (9%)**
- **NORTH CAROLINA (8%)**
- **KENTUCKY (7%)**
- **VIRGINIA & MICHIGAN (5%)**

**18** MILLION  
**(7%)**

AMERICANS WILL WAGER **\$3.9 BILLION** AT A SPORTSBOOK, ONLINE, WITH A BOOKIE OR WITH A FRIEND.

**2.4 MILLION** WILL BET ILLEGALLY WITH A BOOKIE AND MILLIONS MORE (**5.2 MILLION**) WILL BET ONLINE, LIKELY AT ILLEGAL OFFSHORE SITES.

**4.1 MILLION** WILL BET AT A CASINO SPORTSBOOK OR USING A LEGAL APP.