

Consumer Buzz

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Game Day Spending Down

Ann-Marie Vazzano

Consumers spent an estimated \$14.1 billion on the Super Bowl, according to NRF's annual Super Bowl Spending Survey, with \$75 spent on average for the big game. This is a decrease from last year's total of \$15.5 billion (\$82 on average). Here's a look at where that money is going:

- Food and beverages: 80%
- Team apparel/accessories: 11%
- New TVs: 8%

Of those surveyed, 24% say the commercials are the most important part of the game. **GP**