

# SUPER BOWL

## Impact on Business & Economy

It's not just advertisers laying out money around Super Bowl time.  
See where else the money flows around the Super Bowl.

### GENERAL CONSUMER SPENDING

- ★ Total consumer spending on SB annually - **\$10.1 billion**
- ★ Average adult spends for SB - **\$59.33**

#### Share of Consumer SB spending by industry



#### Must Have Foods at a SB Party



Percent of people saying they'll have it their party

### FAN SUPER BOWL PARTIES

- ★ **34.9 million** people will throw a SB party
- ★ **61.2 million** will attend a SB party
- ★ **12.1 million** will go out to watch SB at pub/bar

#### Amount spent per SB party



#### Top 10 Most Popular Foods Served at SB Party

1. Vegetables
2. Potatoes
3. Carbonated soft drinks
4. Salty snacks (177 million pounds of snacks bought)
5. Sandwiches
6. Salads
7. Chicken
8. Milk
9. Pizza
10. Tea

- ★ 8 million pounds of guacamole consumed
- ★ 49 million cases of beer consumed

### 48 MILLION PEOPLE WILL ORDER TAKE OUT OR DELIVERY

#### Chicken Wings Take Off at the Super Bowl

**5%** of all chicken wings eaten all year are eaten on SB Sunday

**1.25 billion** chicken wings expected to be eaten on SB Sunday

- ★ If all the chicken wings eaten on SB Sunday were laid out end to end, they would circle the Earth more than two times over



Their deliveries alone expected to cover more than **300,000 miles** or **1.3 round trips to the Moon**

#### What It Takes to Deliver a Pizza on Super Bowl Sunday

**61%** of people watching SB will eat some pizza



**60%** of all take-out orders on SB Sunday are pizza deliveries

- ★ Papa John's, in preparation of SB, buying **2 million pounds** of cheese
- ★ **350,000 pounds** of pepperoni

- ★ Pizza shops see an increase of **35%** on SB Sunday over typical business

### INDUSTRIES THAT GET A SB SUNDAY PARTY BOOST



Supermarkets



Fast food delivery



Caterers

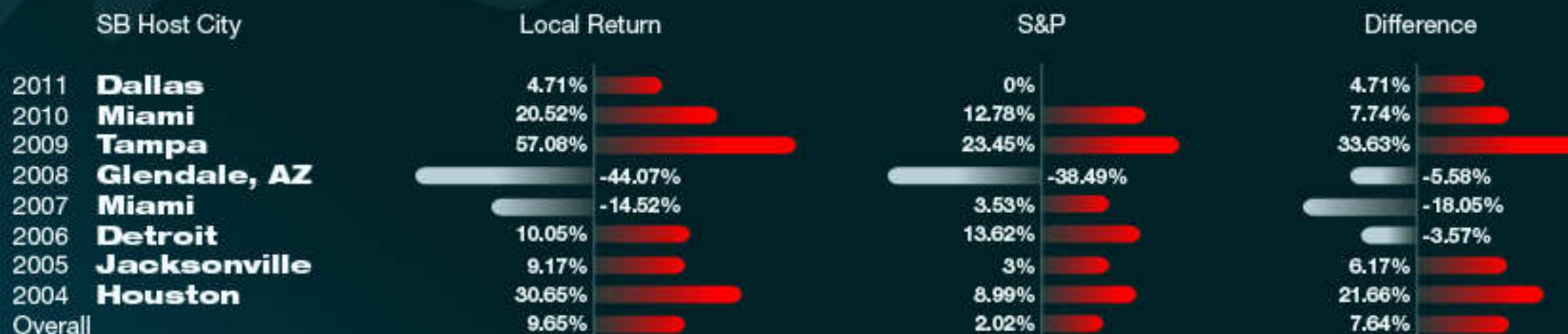


Party planners

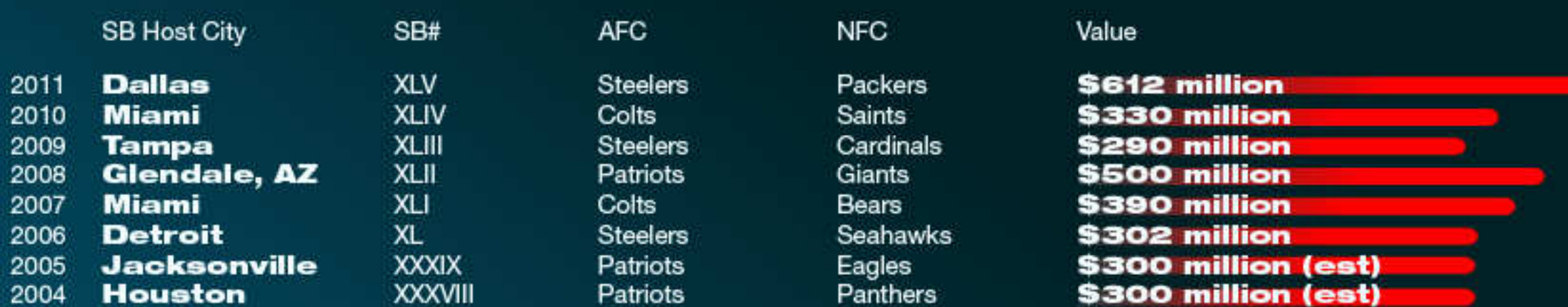
### Impact Of NFL And Super Bowl On Local Economies

- ★ Consumers spend estimated \$20-21 million per game
- ★ Consumers spend estimated \$160 million per year per market
- ★ NFL's Emerging Business Program - between 25-40% of small businesses certified through the NFL's Emerging Business Program get contracts as Super Bowl vendors

### HOW DOES HOSTING THE SUPER BOWL AFFECT LOCAL STOCKS?



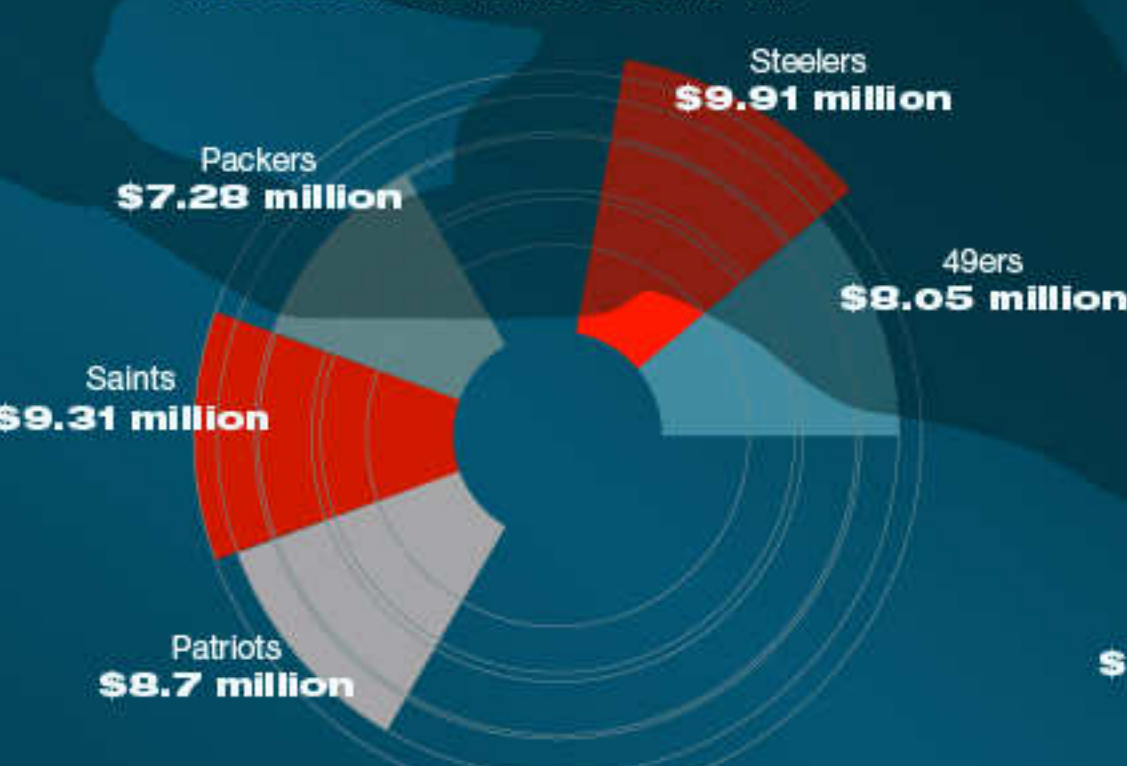
### VALUE OF SUPER BOWL TO HOST CITY



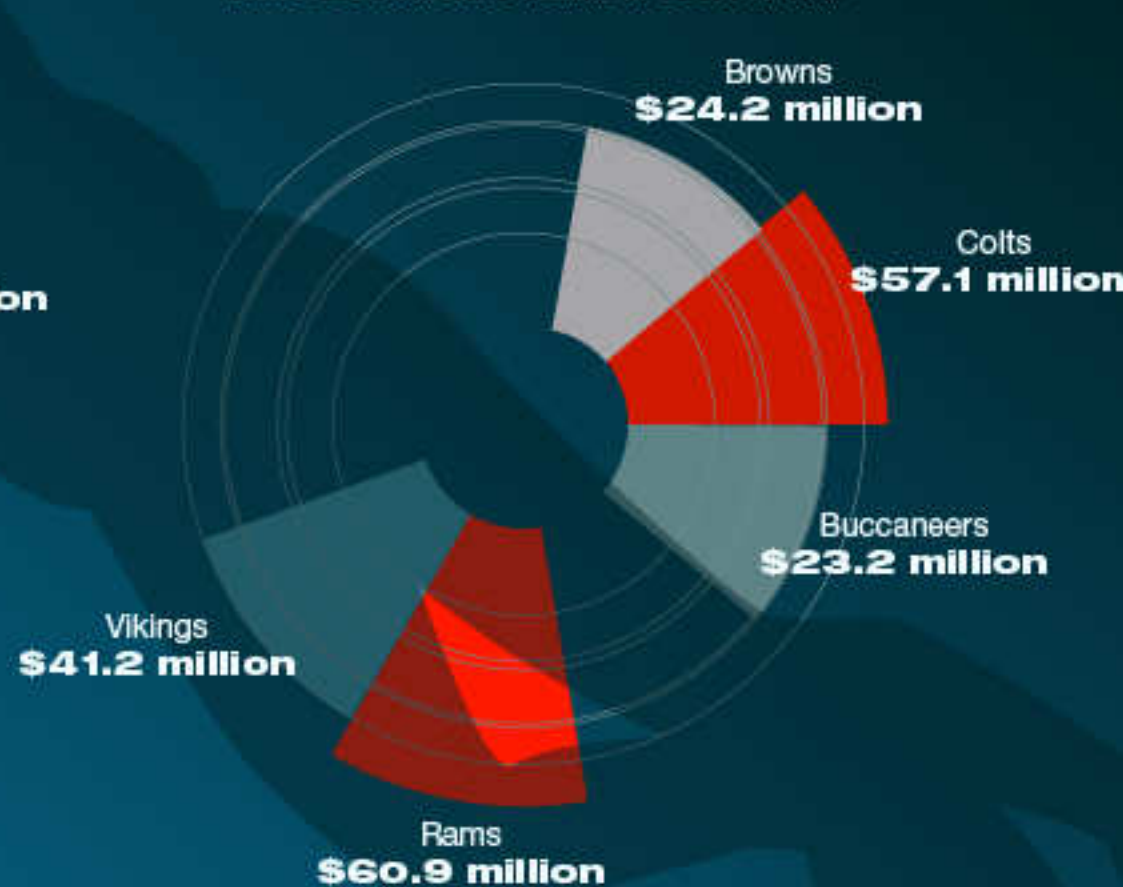
### General Team Economics

How Much Does a NFL Team Spend Per Win?  
[for year 2011]

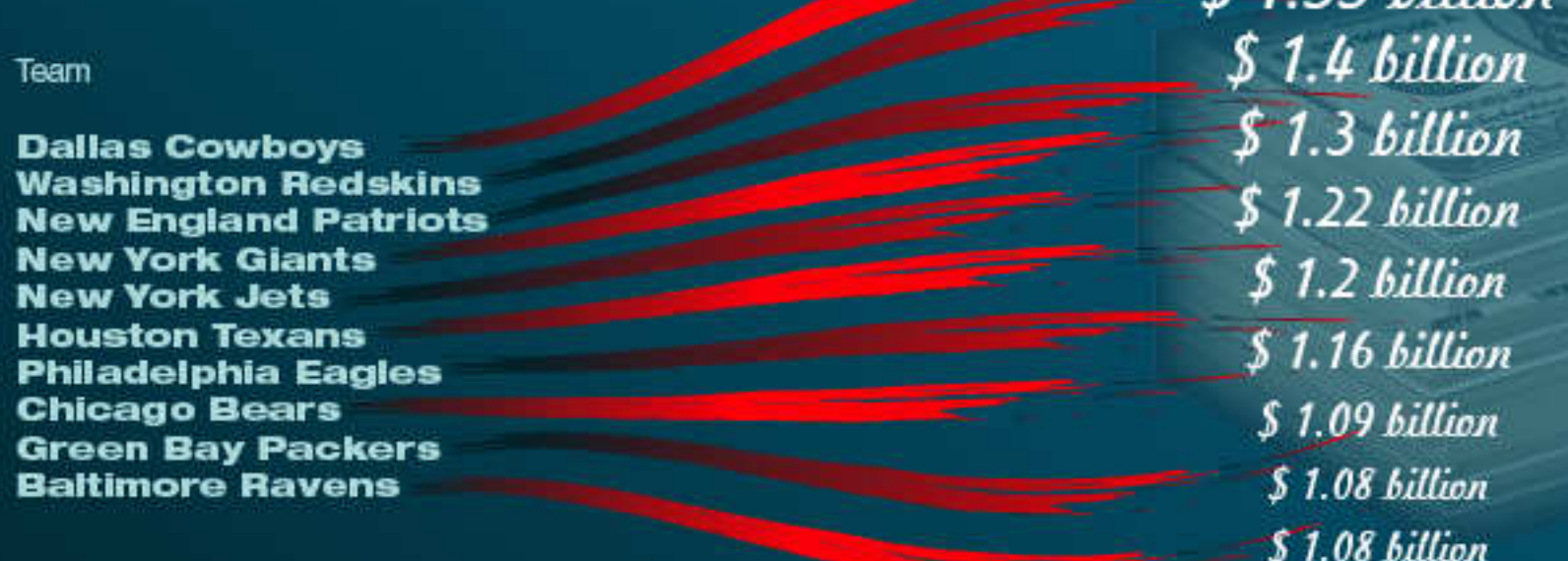
#### Most Cost Effective Teams & Cost Per Win



#### Least Cost Effective Teams & Cost Per Win



### Top 10 Most Valuable NFL Franchises



### Sources

★ Sports Illustrated ★ Bloomberg ★ Phoenix Business Journal ★ National Retail Foundation ★ Retail Advertising and Marketing Association ★ VISA ★ Nielsen ★ National Restaurant Association ★ LA Times ★ USA Today ★ Inc. Magazine ★ Indianapolis Business Journal ★ Forbes ★

spending data based on 2011 figures