



Super Bowl Spending to Approach \$140 Million in Nevada

Retail Association of Nevada projects consumer spending on televisions, food, decorations, and other Super Bowl necessities to keep pace with last year's game

Super Bowl LIII features a young Los Angeles Rams team against the dynastic New England Patriots. When the two opponents close out the season on February 3rd in Atlanta, Georgia, more than 1.7 million Nevadans are expected to tune in to see if the Rams can overcome the odds or if the Patriots continue their winning ways, according to the Retail Association of Nevada (RAN).

In preparation for the big game, Nevadans will spend nearly \$140 million on food, televisions, decorations, team apparel and other gear, RAN estimates.

"Super Bowl Sunday is the perfect storm of entertainment, family time and retail sales," said Bryan Wachter, Senior Vice President of RAN. "Nevada retailers are stocked with plenty of food, drinks and gear to make this year's Super Bowl one to remember."

The latest estimates are based on a recent survey by the National Retail Federation (NRF), which found that 182.5 million Americans plan to watch the Super Bowl this year. In addition, viewers are planning to spend an average of \$81.30 on items to enhance their viewing experience, which represents an increase of 0.2 percent from the \$81.17 reported last year.

According to the NRF, 41 percent of viewers plan to throw or attend a party, while another 5 percent will be watching at a bar or restaurant. Also, food and beverages will top viewers' shopping lists as 79 percent plan to purchase these items. Viewers will also purchase team apparel or accessories (10 percent), decorations (7 percent), and televisions (7 percent).

NRF estimates suggest that consumers between the ages of 35 and 44 will spend an average of \$123.26, the most of any age group. Consumers in the Northeast region of the United States are projected to spend the most on the big game with an average of \$94.89 per person, followed by the West (\$84.01), the South (\$79.09), and the Midwest (\$69.24).

The big game in Nevada by the numbers:

- **119,000 Televisions** – According to the NRF, 7 percent of viewers plan to purchase a television this year, a decrease from the previous year. If the 1.7 million viewers in Nevada follow this trend, RAN estimates that 119,000 televisions will be purchased for Sunday's game.

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Mission Statement:

Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.

Looking out for Business

At RAN we make it our business to support and protect your business. From monitoring local, county, state and some federal issues, RAN is there to inform you on the events that can have a real

- **171,000 Team Apparel Purchases** – According to the NRF, the share of viewers planning to purchase team apparel decreased from 11 percent to 10 percent in 2019. Using these estimates, RAN expects 171,000 viewers to purchase team apparel this year.
- **119,000 Decorating Fans** – Roughly 7 percent of viewers plan to purchase decorations, according to the NRF survey. RAN estimates that 119,000 viewers in Nevada have plans to purchase decorations for the big game this year.
- **13 Million Chicken Wings** – The National Chicken Council estimates 1.38 billion wings will be consumed nationwide during the big game, up 2.2 percent from 2018 estimates. RAN projects that nearly 13 million chicken wings will be eaten in Nevada during the game this year.
- **\$160 Million Wagered** – According to the Nevada Gaming Control Board, gross wagering on the Super Bowl totaled \$158.6 million in 2018. In addition to traditional retail spending forecasts, RAN projects gross wagering to top \$160.7 million this year in Nevada.

Average Spending on "The Big Game"



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About The Author

Applied Analysis, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



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