



Super Bowl Spending to Approach \$162 Million in Nevada

Retail Association of Nevada Projects Consumer Spending to Exceed Last Year's Figures

Super Bowl LIV will see the exciting offense of the Kansas City Chiefs matched up with the stout defense of the San Francisco 49ers. When the two teams clash on February 2 in Miami, Florida, more than 1.8 million Nevadans are expected to watch the big game and see if the young Patrick Mahomes can lead his Chiefs to football glory, according to the Retail Association of Nevada (RAN).

In preparation for the Super Bowl, Nevadans are projected to spend over \$162 million on televisions, furniture, team apparel and food, RAN estimates.

"Getting friends and family together for the final NFL Sunday of the year is a tradition unlike anything else," said Bryan Wachter, Senior Vice President of RAN. "Retailers throughout Nevada are ready for one of the biggest Super Bowls we have seen in many years."

The latest estimates are based on a recent survey by the National Retail Federation (NRF), which found that 194.0 million Americans plan to watch the Super Bowl this year. In addition, viewers are planning to spend an average of \$88.65 on items to help cheer on their team, which represents an increase of 8.3 percent from the \$81.30 reported last year.

According to the NRF, 46 percent of viewers plan to throw or attend a party, while another 5 percent will be watching at a bar or restaurant. Like every year, food and beverages top viewers' shopping lists as 80 percent plan to stock up on their favorite snacks and drinks. Viewers will also purchase team apparel or accessories (11 percent), decorations (8 percent), and televisions (9 percent).

The big game in Nevada by the numbers:

- **165,000 Televisions** – According to the NRF, 9 percent of viewers plan to purchase a television this year, an increase from the previous year. In Nevada, that equates to about 165,000 television purchases.
- **201,000 Team Apparel Purchases** – According to the NRF, the share of viewers planning to purchase team apparel increased from 10 percent to 11 percent in 2020. Using these estimates, RAN estimates 201,000 viewers will purchase new team apparel this year.
- **146,000 Decorating Fans** – Roughly 8 percent of viewers plan to purchase decorations compared to 7 percent last year, according to the NRF survey. RAN estimates that 146,000 viewers in Nevada have plans to purchase decorations for their Super Bowl parties this year.

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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

- **13 Million Chicken Wings** – The National Chicken Council estimates 1.4 billion wings will be consumed nationwide during the big game, up 1.4 percent from 2019 estimates. RAN projects that over 13 million chicken wings will be eaten in Nevada during the game this year.
- **\$154 Million Wagered** – According to the Nevada Gaming Control Board, gross wagering on the Super Bowl totaled \$145.9 million in 2019. In addition to traditional retail spending forecasts, RAN projects gross wagering at Nevada sportsbooks to reach nearly \$154.0 million this year.

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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