

Practical Money Skills
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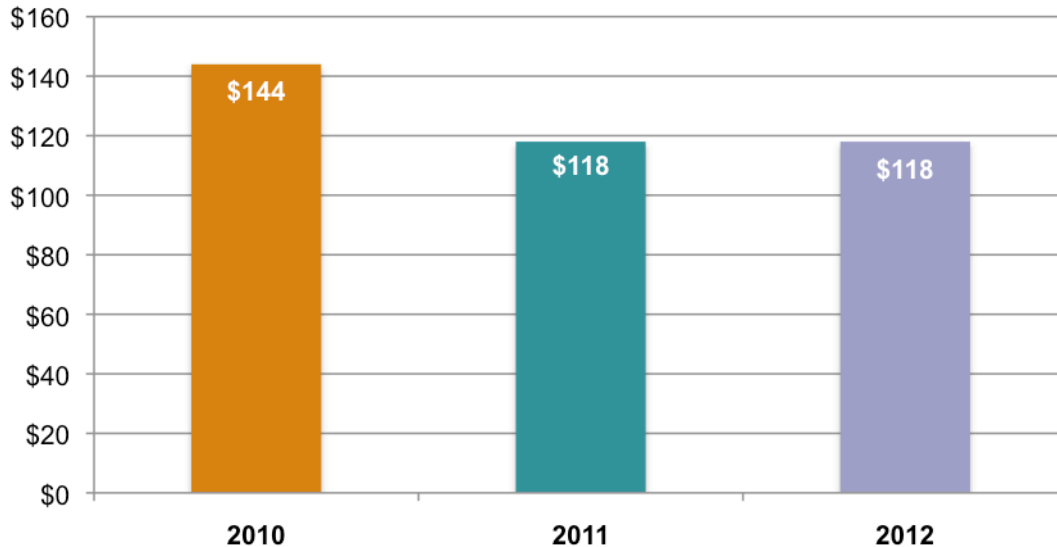
2012 Super Bowl Spending Survey



Visa Inc. Survey: Americans Hosting a Super Bowl Party Plan on Spending an Average of \$118

With Super Bowl XLVI quickly approaching, a Visa Inc. survey conducted over the weekend finds that the average American hosting a Super Bowl party plans on spending \$118.80 on food, beverage and other items, virtually identical to last year's \$118. In 2010, the average fan spent \$144.

Annual Super Bowl Party Spending (2010-2012)



Not surprisingly, the survey showed that men expect to spend more on their parties than women, \$123 for men compared with \$114 for women. In addition, younger fans (18-24 years old) plan on spending \$122 while fans 25-34 expect to spend \$117. Fans between the ages of 35 and 49 will spend an average of \$149 and those 50-64 years of age plan to spend just \$96.

The survey also shows that fans in the Northeast (Giants and Patriots territory) expect to spend \$119. In the Midwest, consumers plan to spend \$116. People in the South will likely spend an average of \$128 while those in the West plan to spend the lowest amount at \$110.

The survey also showed that people in the lowest income bracket, who earn less than \$20,000, plan to spend around \$97 on their Super Bowl parties. In contrast, people who earn between \$30,000 and \$40,000 are planning to spend just \$112 on parties, while those earning \$75,000 and above will spend \$124.

2012 Regional Super Bowl Party Spending



To help football fans at all income levels budget for Super Bowl fun, Visa's free, award-winning financial education program, Practical Money Skills for Life, offers an [entertainment calculator](#). Additionally, to help parents begin the conversation about money management with their children, Visa, the NFL, and NFL PLAYERS have created a free, educational video game called "[Financial Football](#)."

About the Visa Super Bowl Spending Survey

The survey results are based on 1,000 telephone interviews conducted nationally from January 27 – 29, 2012 in cooperation with GfK Roper OmniTel.