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American adults are expected to spend an average \$81.17 for a total of \$15.3 billion as an estimated 188.5 million people watch the New England Patriots take on the Philadelphia Eagles in the Super Bowl next month, according to the annual survey released today by National Retail Federation and Prosper Insights & Analytics.

Projected viewership is the same as last year but total spending is up 8.5% from \$14.1

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will purchase food and beverages — up slightly from 80 percent last year — and the highest in the survey's history. Another 11 percent will buy team apparel or accessories, unchanged from 2017. New televisions and decorations hold a similar draw for those planning to watch at home, with 8 percent planning to purchase each, also unchanged. Those 25-34 will spend the most of any age group at an average of \$118.43.

According to the survey, 18 percent (45 million) will host a Super Bowl party, with 28 percent (69 million) planning to attend one. Bars and restaurants will entice 5 percent (11 million) planning to watch at their favorite local spot.

“Consumers are carrying strong spending momentum from the holiday season into their Super Bowl festivities,” Prosper Executive Vice President of Strategy Phil Rist said. “This is evident through increased plans for purchasing while the number of viewers remains steady with last year. Fans aren't afraid to spend a few extra dollars to make this year's game the best one yet.”

Small Business

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