

# AXIOM LOOKS AT: THE SUPER BOWL



## \$352,000,000

cost of NRG Stadium, where Super Bowl LI will be played.

## \$1,497,877

monthly mortgage payment if you were going to buy NRG Stadium.  
(assuming 20% down and 3.92% interest rate)

## 71

number of 30-second commercials it would take to pay for NRG Stadium.  
(estimates are rates are between 5 and 5.5 million per 30 second spot<sup>1</sup>)

Americans will gamble an estimated **\$4.7 billion**

on the Super Bowl (most illegally<sup>3</sup>) - about \$90 per gambler<sup>4</sup>

## 1.5 MILLION PEOPLE

will call in sick to work the Monday after the Super Bowl.<sup>2</sup>

The average American will save

## \$2,202.20 annually.<sup>5</sup>

- about \$6 a day

The average American's disposable income is

## \$42,350

Each member of the team losing the Super Bowl will earn

## \$53,000

## 82% OF THE TIME

when the NFC wins, stocks rise;  
when the AFC wins, the stock market falls.

## \$280,962,500

will be spent on the 1.33 billion chicken wings eaten during the Super Bowl<sup>6</sup>

1. <http://www.forbes.com/sites/chris-smith/2017/02/02/it-looks-like-the-price-of-super-bowl-commercials-cant-go-any-higher/#a7d437676005>

2. <https://wallethub.com/blog/super-bowl-facts/1589/>

3. <https://www.americangaming.org/newsroom/press-releases/americans-bet-47-billion-super-bowl-51>

4. Half of Super Bowl viewers will gamble. <http://www.usnews.com/opinion/op-ed/articles/2017-02-03/on-super-bowl-sunday-americans-will-break-the-law-against-sports-gambling> Super Bowl audience was 114.4 million people <https://www.statista.com/statistics/216526/super-bowl-us-tv-viewership/>

5. <https://www.nerdwallet.com/blog/banking/americans-savings-accounts-low-interest-rates/>

6. <https://www.finder.com/super-bowl-statistics>