

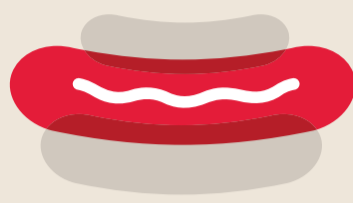
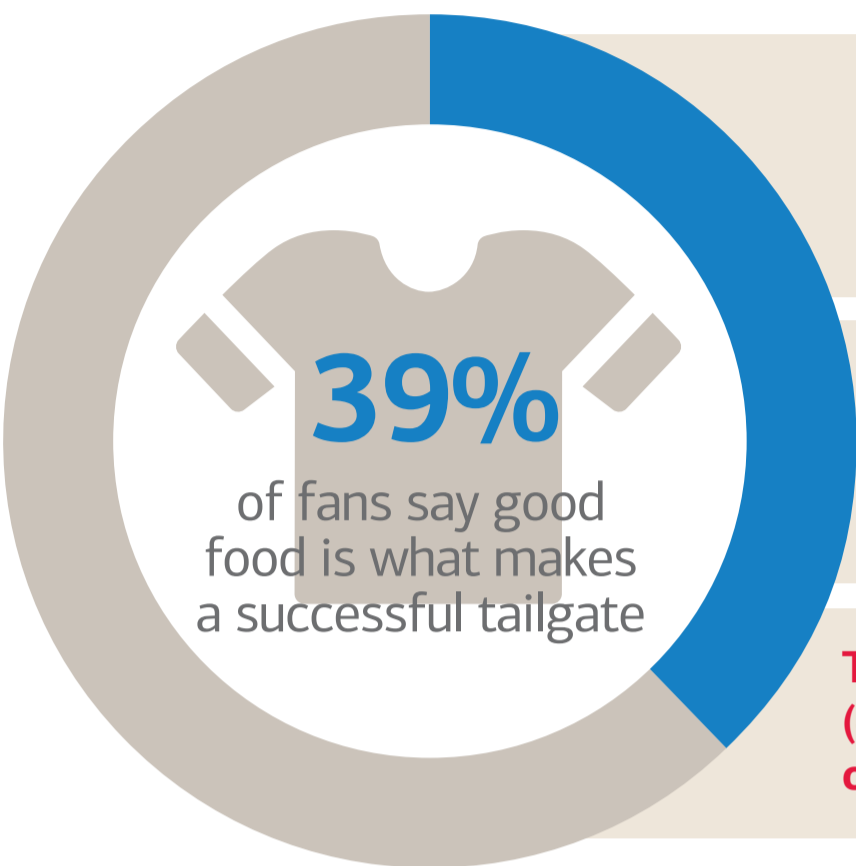
Bank of America

What are Americans' game plans for game day?

One in three Americans are planning to attend a football tailgate this season – see how they're planning to support their favorite teams.

Pre-Game rituals are part of the game

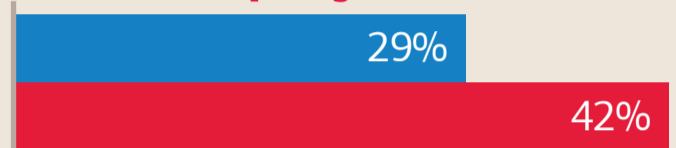
For fans attending a game, tailgating is a must-do on game day.



Good food



Good company



This differs between the sexes as men prefer good food (40%) to good company (29%), while women are the opposite, preferring company (42%) to food (37%)

■ Men ■ Women

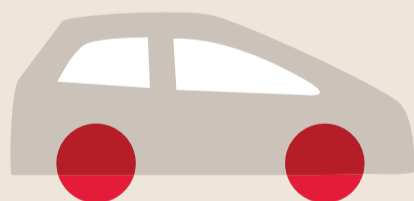
86% of tailgate hosts will stock up at grocery stores, and 52% will be hitting the wholesale clubs to feed their fellow fans

35% who plan to host a tailgate/in-home viewing party expect to spend between \$100 and \$500

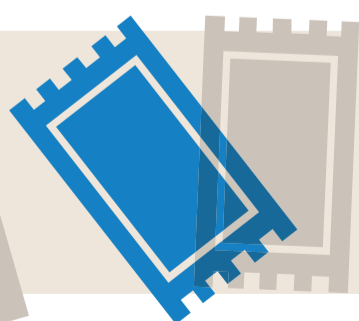


Kickoff time

Fans are willing to go all-in, especially when it comes to their favorite football team.



55% of fans will hit the road, traveling between 50 and 250 miles to cheer on their team



66% of fans are willing to splurge to see a win, spending \$51-250 on a ticket to the game

Findings are from an online survey of over 2,300 panelists administered in August 2016. Panelists are part of the MasterCard Advisors Payments Panel, which is comprised of over 50,000 adult consumers matched to the composition of the US Census in terms of age, gender, household income and region.