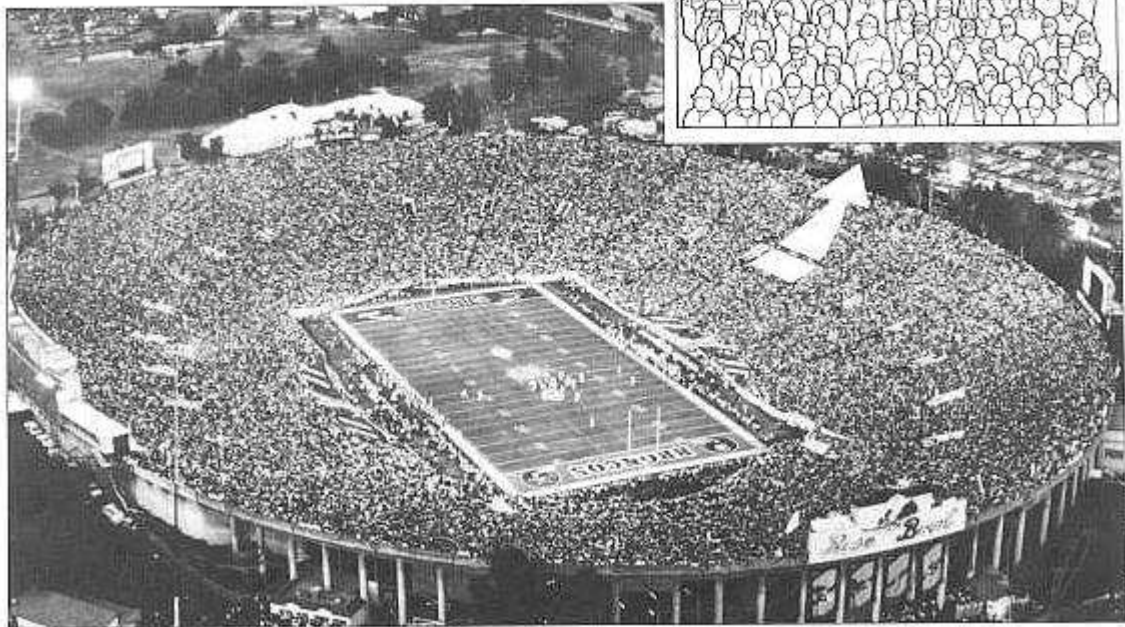


Football Finances

NAME _____

Use the pictures below to give your best estimates for questions 1 through 4.

Football Finances



1. How many people will attend the game? Explain how you arrived at your estimate.
2. How many hot dogs will be eaten at the stadium?

If each hot dog weighs 2 ounces, how many pounds of hot dogs will be eaten?
3. At the football stadium, how many gallons of soft drinks will be drunk?
4. Using an online resource, determine the average cost of a Super Bowl ticket. What is the total estimated value of all tickets sold for the game?

Watching the Game at Home

5. Estimators predict that at least 112 million people in the United States will watch the game on television at Super Bowl parties, large and small. What factors influence how many people *actually* watch the game?
6. Assuming that 112 million people do watch the game, how many Super Bowl parties do you think will be held throughout the United States?
7. How many commercials will run on television during the game?
8. If each 30-second advertisement costs \$800,000, how much will the television network be paid to broadcast advertising during the football game?