

# 29% of Americans Gear Up for Increased Spending on Big Game Day in 2024, Says TGM Research

*TGM Research Offers a Deep Dive Into American Consumer Behavior During One of the Nation's Biggest Sporting Events with TGM The Big Game Survey in The US 2024.*

SINGAPORE, January 17, 2024 /EINPresswire.com/ -- [TGM Research](https://www.tgmresearch.com/), a technology-driven market research company specializing in global online data collection and innovative survey technology, has released its comprehensive report on American

consumer behavior ahead of one of the most highly anticipated sporting events of the year. Titled "[TGM The Big Game Survey in the US 2024](#)," the report provides a meticulous dissection of shifting dynamics, preferences, and expenditure patterns of over 1,000 respondents aged 18-75 residing in the United States.

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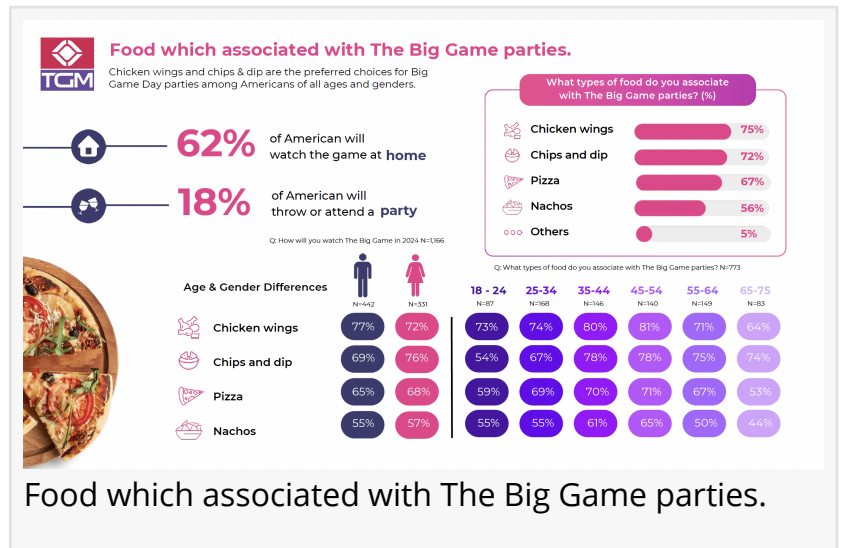
The report offer businesses a valuable chance to utilize our insights for informed decisions and strategic planning, ensuring a successful Big Game Day in 2024.”

*Greg Laski, Founder and CEO of TGM Research*

Greg Laski, CEO & Founder of [TGM](#) Research says: “As we examine the insights from our 'TGM The Big Game Survey in the US 2024,' it's evident that there's significant enthusiasm surrounding this year's Big Game Day, with a substantial portion of surveyed Americans expressing their intent to watch the game. What's particularly noteworthy is the considerable number of respondents indicating their willingness to enhance spending for this year's festivities. This presents a valuable opportunity for businesses to leverage our comprehensive insights, facilitating informed

decisions and strategic planning for a successful Big Game Day in 2024.”

Summarised below are key insights from TGM The Big Game Survey in the US 2024:



### Top artists/ performers Americans want to see in The Big Game Day's halftime

## Spending Plans: Divergence Across Age Brackets and Genders

Half of the surveyed individuals express their commitment to maintaining the Big Game Day spending at levels consistent with previous years. This prudent approach is exemplified by 69% of individuals aged 65-75.

Budget intentions vary, with 57% of those aged 65-75 planning a conservative budget ranging from 0-50 dollars. In contrast, the younger demographic (25-34) exhibits increased enthusiasm for spending on this sporting event, with 40.7% allocating budgets between 101-500 dollars, surpassing other age categories.

Gender disparities surface in spending preferences, with 31% of males opting for increased expenditure compared to 25% of females. Conversely, 22% of females plan to cut back, surpassing the 17% of males choosing a frugal approach.

### Brands in the Spotlight:

Budweiser (19.5%), Pepsi (11.8%), and Doritos (8.1%) emerge as the triumphant trio, securing their positions as the most associated brands with the Big Game.

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### About TGM Research

TGM Research (TGM) is a technology-driven market research company that specializes in global online data collection and innovative survey technology. TGM provides agile insights for better decisions, using the most comprehensive Res-Tech spearheading the use of digital for better market research. TGM is a remote-first company with a team of 60+ members, having a presence on five continents.

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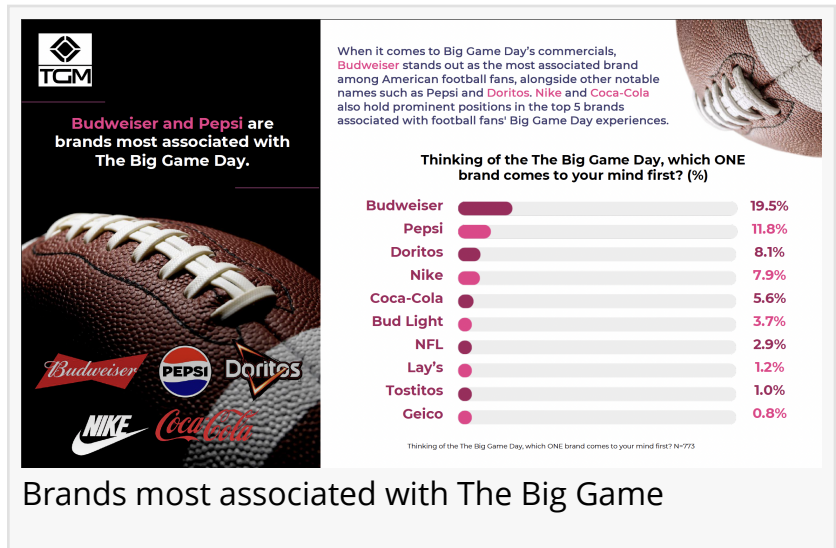
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