

THINK AMERICANS SPEND A LOT ON POLITICS? THINK AGAIN



In 2014, Americans spent **\$5.3bn** on the federal election cycle

Compared to...

~2x



\$10.5bn
Video Games

~2.5x



\$14bn
KFC

~13x



\$70bn
Lottery Tickets

~19x



\$101.5bn
Beer

~68x



\$358bn
Charitable
Donations

~91x



\$483bn
Federal Deficit