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How much has Maggie cost Marge by going through the checkout so far?

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Abstract

In the very popular comedy cartoon, *The Simpsons*, Marge accidentally allows her baby girl Maggie on to the supermarket checkout. She is scanned and charged at either \$243.26 or \$847.63. In this paper, the total cost for Maggie in all of these episodes is calculated. It is deduced that Marge has spent \$186,695.27 as of March 14th 2016. By the end of this current season, 27, she will have spent \$187,223. This is enough to purchase a house in areas of Leicester.

Introduction

The Simpsons is renowned for its popular opening sequence. The ever changing couch and blackboard gags prove especially popular with fans. A part of this sequence is the family's baby, Maggie, being scanned through the supermarket checkout and packed into a bag.

Maggie is charged at different rates throughout the episodes of *The Simpsons* and often this scene does not even feature in the opening sequence. This poses the question: How much has Maggie cost Marge in all of the episodes of *The Simpsons* so far?

The price of Maggie

The price of Maggie has changed over the number of years that *The Simpsons* has aired. In the original opening sequence, she was priced at the cost of raising a baby for a month — \$ 847.63 — when the show first aired [1]. In 2009 when the opening sequence was edited for the HD generation, this changed to a price of \$ 243.26 [1]. There is only one episode in which Maggie is priced differently; in the *Treehouse of Horror XXIV*, she is priced at \$ 50 [2]. It is a common misconception that in the 138th Episode *Spectacular* (3F31), the till monitor reads 'NRA4EVER', however this is used falsely within the episode [3]. A normal title sequence is run at the beginning of the episode, and mid-way through it a question is asked about how much Maggie costs Marge — the answerer incorrectly says the till reads

'NRA4EVER'. This episode is actually one of many where the checkout scene does not actually feature within the opening sequence.

Calculations

Unfortunately, there is no definitive list of all of *The Simpsons* title sequences and which episodes the checkout scene appears in. However, 'The Simpsons Archive' [4] details every opening sequence up to and including season 21. In all of these detailed episodes, 219 have the checkout scene, out of a possible 464 [4]. 22 of these episodes are in the HD generation, meaning that Maggie is charged at the lesser \$ 243.26 for these episodes. This is equivalent to 47.2 % of these detailed episodes.

By extrapolating this to the current 589 episodes, this gives 278 theoretical episodes in which the checkout scene features in the opening title sequence. In 197 episodes Maggie is charged at \$ 847.63. In 80, Maggie is charged at a lesser rate of \$ 243.26 and in one episode, \$ 50 (*Treehouse of Horror XXIV*).

$$(197 \times 847.63) + (80 \times 243.26) + 50 \\ = \$186,493.91$$

Therefore, as of the 14th of March, Marge has spent over \$ 186,000 on Maggie through the checkout. By the end of the current season, 27, this will have increased to \$ 187,223.

This money could have bought Marge an average terraced house (\$ 181,000) in the LE4 postcode [5].

checkout scene has featured in the opening sequence of The Simpsons.

Conclusion

To conclude, the price spent on Maggie up to the current episode as of the 4th March 2016 is \$ 187,000. This is considering all the times that the

If Marge had been more careful when reading her magazine, it is fair to say that the Simpson family would be far better off than they currently. They could also potentially own a terraced house in Leicester.

References

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