

February 5, 2015

Glendale Gets No Super Bowl Bump, Phoenix Raises Profile a Bit

Mayor Jerry Weiers of Glendale, Arizona, where Super Bowl XLIX was played, wistfully suggested that hosting the big game would lead frigid Midwesterners to pine for his sunny suburban town. It did not happen.

Competitive Edge Research & Communications' 2015 Super Bowl study conclusively shows that little Glendale received no image bump from 184 million Americans watching Super Bowl XLIX. Prior to the game 10 percent of the population had positive impressions of Glendale, 5 percent viewed it negatively, and 85 percent had no impression. All that game day attention moved the needle not a bit.

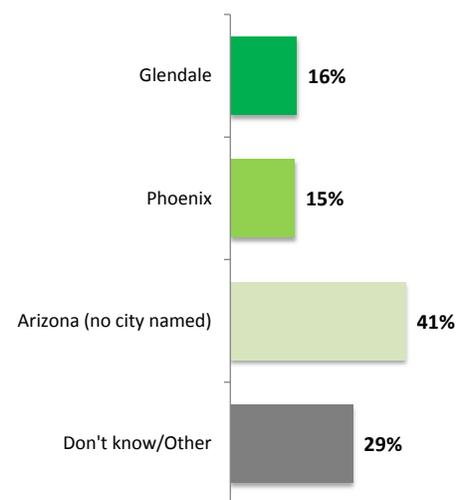
Pre- and Post-Super Bowl Impressions of Glendale and Phoenix

	Glendale, AZ		Phoenix, AZ	
	Pre-Super Bowl	Post-Super Bowl	Pre-Super Bowl	Post-Super Bowl
Very positive	2%	3%	12%	11%
Somewhat positive	8%	6%	18%	24%
Neutral/No impression/Unsure	85%	87%	63%	56%
Somewhat negative	4%	4%	3%	6%
Very negative	1%	0%	3%	3%

Phoenix, the big city directly south east of the Super Bowl site, only benefited in terms of raising its profile. After the game, 7 percent more Americans had an impression of Phoenix than did so before it. However, some negative attitudes crept up along with positive attitudes, so Phoenix cannot claim to have improved its image over the weekend.

One of the reasons neither city really benefitted is that few Super Bowl viewers actually associated the game with Glendale or Phoenix. Despite four different in-game references to Glendale playing host, only one-in-six Americans know that it was played there. Fifteen percent placed the Super Bowl in Phoenix. On the other hand, 41 percent said "Arizona" when asked where the game was played. NBC broadcaster Al Michaels made seven references to the state throughout the game. There were an additional seven references to and visuals shown of the Grand Canyon, Sedona, and other Arizona desert features. They all made a big impression on viewers and possibly distracted viewers from the City of Glendale itself.

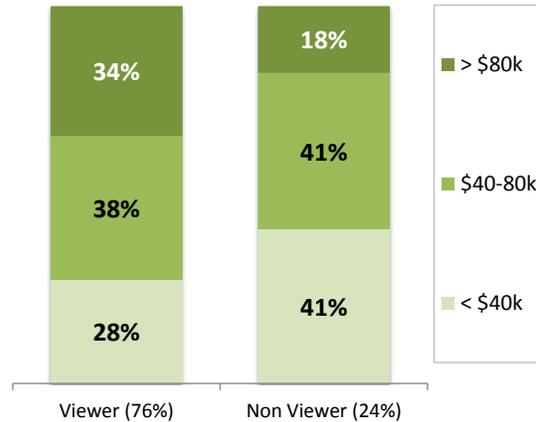
Location of Super Bowl



And what a viewership it was. Competitive Edge estimates that three-quarters of America’s 245 million adults – or approximately 184 million -- saw Super Bowl XLIX. This figure includes those watching at Super Bowl parties, in bars and streaming the game online. Because the Patriots and Seahawks played a close game with dramatics at the end, a relatively high 46 percent watched the entire Super Bowl. In contrast, only 39 percent watched last year’s blowout of the Broncos in its entirety.

In a tribute to how much the NFL’s Super Bowl is ingrained in American culture, half of the viewers are women and the ages of viewers are similar to the ages of the nation’s overall population. However, viewership skews affluent and urban. While 41 percent of non-viewers make less than \$40,000 annually and only 18 percent make more than \$80,000, 28 percent of those who watch the Super Bowl earn less than \$40,000 and 34 percent earn more than \$80,000. The game is a huge hit in urban areas, as 53 percent of the viewership lives in cities. In contrast, only 23 percent of the viewers reside in the nation’s rural areas.

Income by Viewership



Founded in 1987, Competitive Edge Research & Communication (CERC) is a national public opinion research firm specializing in civic, political and public affairs polling. Its annual Super Bowl study is conducted as part of CERC’s on-going civic research. Competitive Edge conducts pre-game and post-game surveys using random digit dial sampling among landline and cell phone-only households with a total sample size of 1,000 English-speaking adults in the United States. Survey results following the Super Bowl are compared to those from prior to the game in order to measure how the game influences the nation’s impression of the host city.