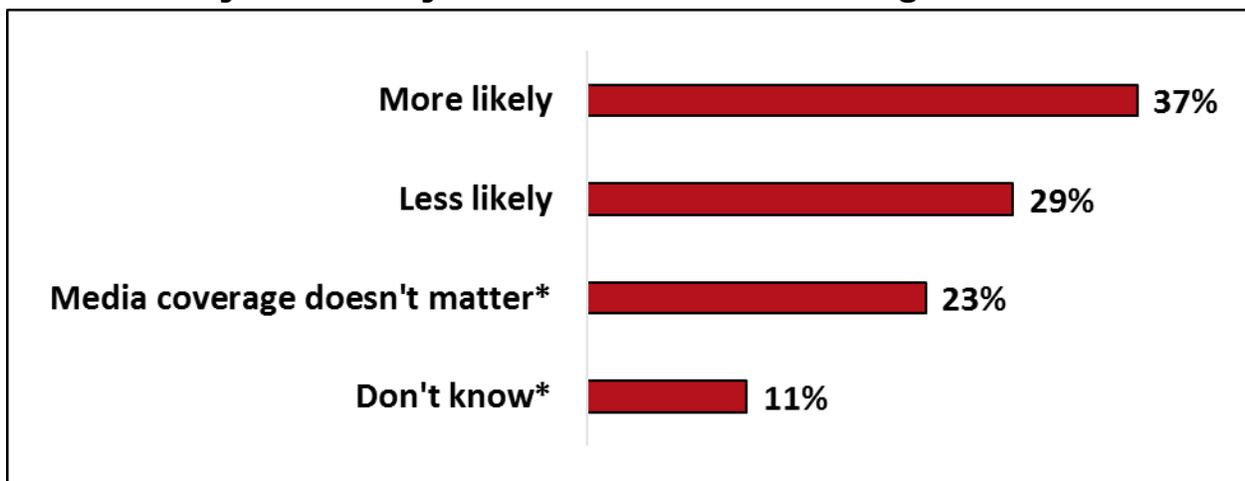


Public impressions of Minneapolis in the wake of the 2018 Super Bowl

Findings from the APM Research Lab's
National Survey of Super Bowl Impressions
February 19, 2018

As a result of Super Bowl coverage, a higher proportion of Americans say they are “more likely” to think of Minneapolis as good place to visit than say “less likely” or that the media coverage does not matter



Question: “As a result of media coverage of the Super Bowl, are you more or less likely to think of Minneapolis as a good place to visit?” * =Voluntary answer (other categories were offered to respondents).

Notes: Results include adults living in all states except Minnesota. Number of respondents = 973.

Source: APM Research Lab's National Survey of Super Bowl Impressions (Feb. 7-11, 2018; Super Bowl = Feb. 4).

Introduction

The National Football League's (NFL) annual championship game, the Super Bowl, stands among the most-watched sporting events in the world, and is the most watched live television event in the United States.¹

The costs and benefits of serving as the host city for the Super Bowl are fiercely debated.² Hosting the Super Bowl does, however, present civic boosters with an opportunity raise their city's national profile, with hopes of generating longer-term returns in the form of tourism, talent recruitment, and business development.

Toward that end, organizers of Super Bowl LII developed several branding and entertainment mechanisms leading up to the event held at U.S. Bank Stadium in Minneapolis, Minnesota, on February 4, 2018. These included a free, week long outdoor "Super Bowl Live" entertainment series in downtown Minneapolis, and a "Bold North" branding campaign. In the week leading up to the Super Bowl, the Mall of America in neighboring city Bloomington was among the local venues playing host to hundreds of national and international broadcasters.

Media coverage during and surrounding the Super Bowl included many local references not under the control of the local organizing efforts. During the game, NBC announcers Cris Collinsworth and Al Michaels made several references to the fact that, outside of the climate-controlled stadium, it was the coldest Super Bowl in history. In addition, during the halftime show performer Justin Timberlake gave several "shout-outs" to Minneapolis and featured the music of local legend, Prince. Several celebrities made local appearances during the Super Bowl, fueling both traditional and social media coverage that went far beyond the game itself.

How did all of this attention impact national awareness and perceptions of Minneapolis? To help answer that question the APM Research Lab fielded the National Survey of Super Bowl Impressions. In it we asked a scientifically representative sample of 973 adult Americans across the United States, excluding Minnesota, three primary questions:

- Can you tell me what city the Super Bowl was held in this year? If not, how about the state?
- (If needed: This year's Super Bowl was held in Minneapolis, MN.) As a result of media coverage of the Super Bowl, are you more or less likely to think of Minneapolis as a good place to visit?
- What is the main reason you say that?

Results from this survey do not approach a comprehensive evaluation of the longer-term costs and benefits to Minneapolis of hosting Super Bowl LII. For example, civic boosters may be less concerned with raising awareness among the general public than they are with very specific individuals and industry sectors. Still, these results provide insight to the immediate impacts of the Super Bowl on national perceptions of the host city.

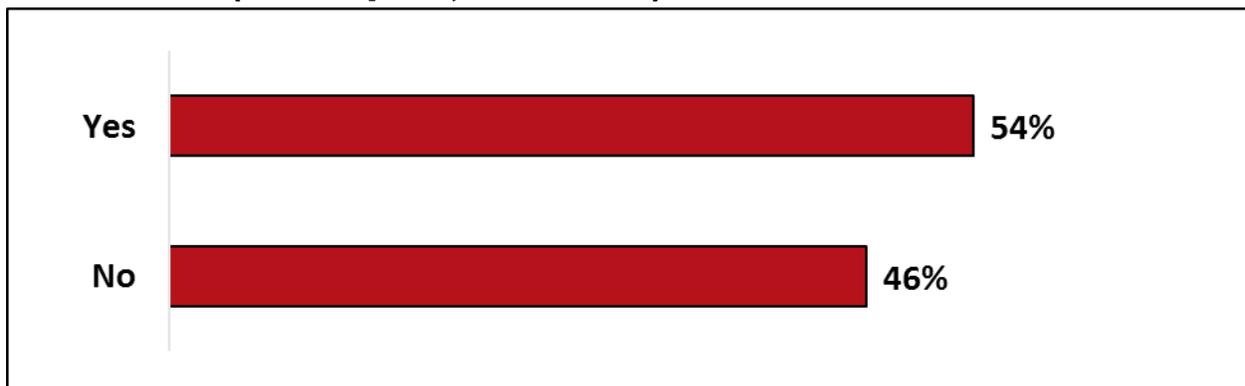
Awareness of the host city

Is the American general public aware that Minneapolis hosted the Super Bowl? There would seem to be ample opportunity for people to connect Minneapolis with the Super Bowl: According to Nielsen, Super Bowl LII drew more than 103 million viewers, with 68 percent of U.S. homes with a television set tuned into the game, and nearly 171 million social media interactions.³ Viewership was likely aided by the fact that the game was fiercely competitive down to the last play, before the Philadelphia Eagles triumphed over the reigning New England Patriots to win their first Super Bowl.

Still, many Americans are not interested in football, or only minimally so. Even for those who watched the event, much of the Super Bowl coverage focused on the teams, specific players, and the game itself—not to mention the commercials and the half-time show. The Super Bowl does not necessarily guarantee renown for its host city.⁴

Our survey found that in the week immediately after Super Bowl LII (held on February 4, 2018), over half of American adults could name where the game was played, including 47 percent who named Minneapolis when asked about the city, and another 7 percent who failed to name the city but accurately identified the state. Importantly, the survey asked this question of all American adults, regardless of whether they had watched the Super Bowl itself.

Over half of Americans can name the city or state where Super Bowl LII was held (Minneapolis, Minnesota)



Question: “Can you tell me what city the Super Bowl was held in this year? If not, How about the state?”

Notes: Results include adults living in all states except Minnesota. Number of respondents = 973.

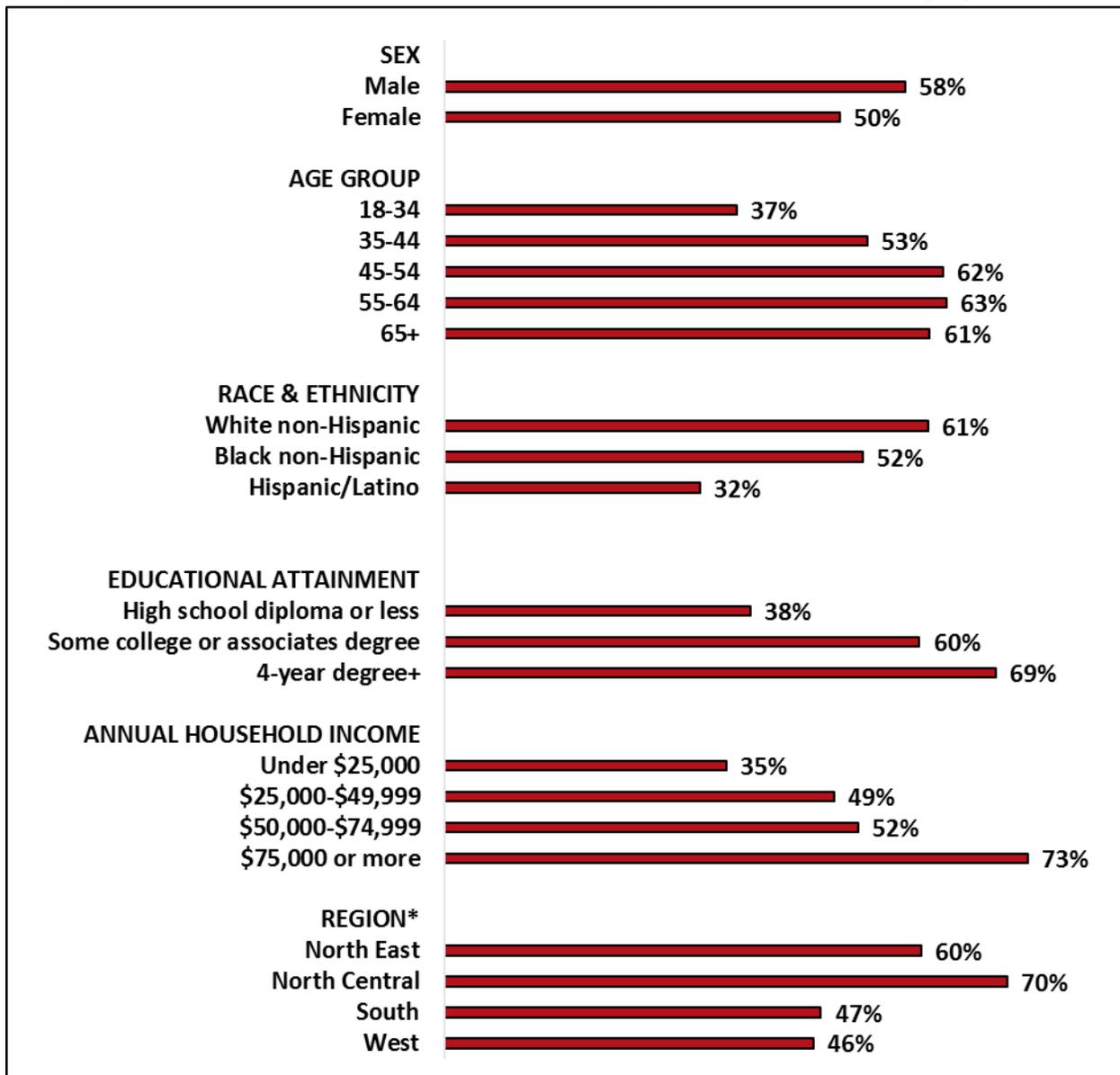
Source: APM Research Lab’s National Survey of Super Bowl Impressions (Feb. 7-11, 2018; Super Bowl = Feb. 4).

A variety of characteristics were related to awareness of the Super Bowl LII’s location:

- A higher proportion of males than females knew where the Super Bowl was played.
- A substantially lower proportion of younger adults (age 18-34) were aware.
- Fewer Hispanics than either non-Hispanic Blacks or Whites could identify the host city.

- Both education and income were positively related to awareness of the Super Bowl's location; an especially high proportion of those with at least a bachelor's degree, and annual incomes of \$75,000 or more were cognizant of where the game was played.
- Those who live in the North Central states (near Minnesota), or the North Eastern states (home of both teams involved with this year's Super Bowl, Philadelphia and New England) were more likely to know the host locale than were those living in Southern and Western states.⁵

Proportion who knew location of Super Bowl LII, by group



Question: "Can you tell me what city the Super Bowl was held in this year? If not, How about the state?"

Notes: Results include adults living in all states except Minnesota. *See End Notes for definition of regions.

Source: APM Research Lab's National Survey of Super Bowl Impressions (Feb. 7-11, 2018; Super Bowl = Feb. 4).

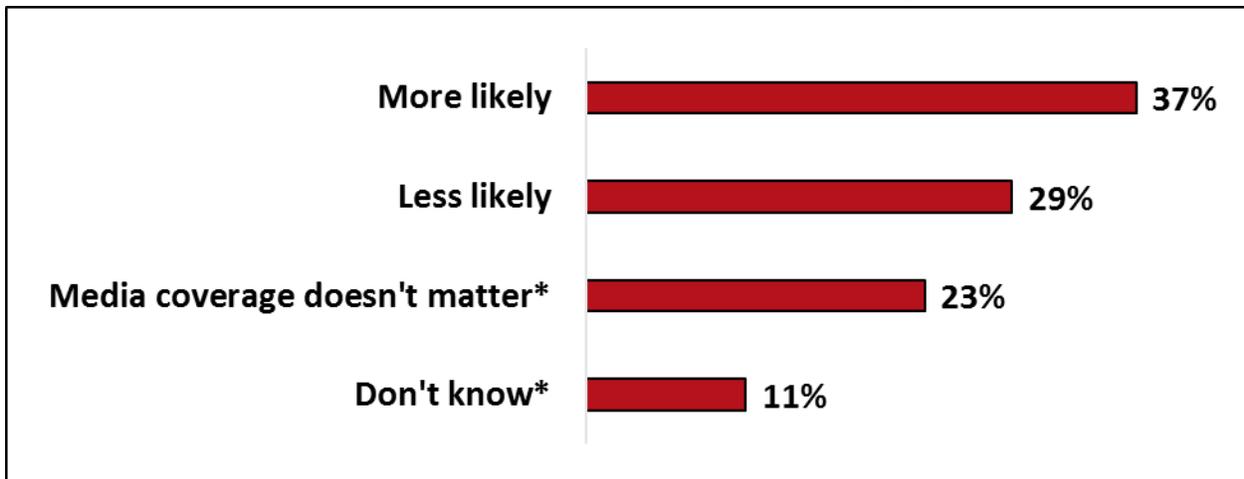
Impressions of the host city

To measure how adults throughout the country may have changed their impressions of Minneapolis, we asked them to respond to the following question: “As a result of media coverage of the Super Bowl, are you more or less likely to think of Minneapolis as a good place to visit?”

This question was asked of everyone, regardless of whether they were initially able to name Minneapolis or Minnesota as the host location of the event. For those who did not know or recall, we started with the statement: “This year’s Super Bowl was held in Minneapolis, Minnesota.”

Based on this question, it appears that media coverage related to the Super Bowl had both positive and negative impacts to the public’s impressions of Minneapolis as a desirable city to visit, with more Americans taking away positive impressions. Overall, 37 percent of adults indicated that they were “more likely” to think of Minneapolis as a good place to visit as a result of Super Bowl media coverage, compared to 29 percent who indicated that Super Bowl coverage made them “less likely” to think of the host city as a good place to visit. Nearly a quarter rejected the “more likely” and “less likely” options provided to them by interviewers, indicating instead that Super Bowl coverage did not influence the way they think about Minneapolis.

As a result of Super Bowl coverage, a higher proportion of Americans say they are “more likely” to think of Minneapolis as good place to visit than say “less likely” or that the media coverage does not matter



Question: “As a result of media coverage of the Super Bowl, are you more or less likely to think of Minneapolis as a good place to visit?” *=Voluntary answer (other categories were offered to respondents).

Notes: Results include adults living in all states except Minnesota. Number of respondents = 973.

Source: APM Research Lab’s National Survey of Super Bowl Impressions (Feb. 7-11, 2018; Super Bowl = Feb. 4).

The proportion “more likely” and “less likely” to think of Minneapolis as a good place to visit as a result of Super Bowl coverage, by group

	<i>Number of respondents</i>	More likely	Less likely	Coverage doesn't matter ^a	Don't know ^a
ALL	973	37%	29%	23%	11%
SEX					
Male	521	39%	26%	23%	12%
Female	452	35%	31%	22%	12%
AGE GROUP					
18-34	179	33%	32%	24%	11%
35-44 ^b	114	32%	19%	31%	18%
45-54	161	44%	26%	21%	9%
55-64	200	40%	30%	21%	9%
65+	306	37%	36%	16%	10%
RACE & ETHNICITY					
White non-Hispanic	661	35%	27%	27%	11%
Black non-Hispanic ^b	73	54%	27%	11%	8%
Hispanic/Latino	135	38%	28%	18%	16%
EDUCATIONAL ATTAINMENT					
High school diploma or less	311	40%	31%	14%	15%
Some college or associates degree	252	35%	32%	21%	12%
4-year degree+ ^b	400	36%	22%	34%	7%
ANNUAL HOUSEHOLD INCOME					
Under \$25,000	194	43%	27%	12%	18%
\$25,000-\$49,999	208	38%	34%	18%	10%
\$50,000-\$74,999 ^b	117	38%	28%	30%	5%
\$75,000 or more ^b	315	34%	26%	28%	12%
REGION ^c					
North East	178	37%	25%	25%	13%
North Central	198	44%	22%	26%	8%
South ^b	380	32%	37%	19%	12%
West	217	40%	23%	24%	13%

Question: “As a result of media coverage of the Super Bowl, are you more or less likely to think of Minneapolis as a good place to visit?”

Notes: Results include adults living in all states except Minnesota.

^a Voluntary answer (other categories were offered to respondents).

^b Category is significantly different from others in the group, as noted in accompanying narrative.

^c See End Notes for definition of regions.

Source: APM Research Lab's National Survey of Super Bowl Impressions (Feb. 7-11, 2018; Super Bowl = Feb. 4).

Did Super Bowl coverage seem to impact certain groups' sense of Minneapolis as "a good place to visit" more strongly than others? When we analyzed the data using the same groupings as in the awareness section, fewer differences emerged. There were, however, some interesting patterns, as noted in the table and explained below.

- Only 19 percent of those age 35-44 said they were "less likely" to think of Minneapolis as a good destination, compared with over 30 percent of the youngest and oldest age groups.
- Over half of African Americans indicated that Super Bowl coverage made them "more likely" to think of Minneapolis as a good place to visit, compared with 35 percent of Whites and 38 percent of Hispanics.
- The only notable difference by household income was that roughly 30 percent making at least \$50,000 annually volunteered that media coverage did not influence their opinion of Minneapolis, compared to less than 20 percent of those in the lower income categories.
- Similarly, those with at least a bachelor's degree were more likely to volunteer that the Super Bowl had no impact on their impressions.
- Unlike other regions of the country, the proportion of those living in the South who took away negative impressions was statistically tied with the proportion taking away positive impressions (32% indicating "more likely").

Positive impressions of Minneapolis were notably stronger among those who were able to name Minneapolis or Minnesota as Super Bowl 52's host location. Forty-one percent of those who were aware of the location indicated that they were more likely to think of Minneapolis as a good place to visit as a result of the media coverage, compared to only 32 percent of those who were unable to name Minneapolis or Minnesota as the location hosting the event.⁶

Reasons given for changed impressions

What drives people's impressions of Super Bowl host cities? What reasons do people give for being either "more likely" or "less likely" to think of Minneapolis as a good place to visit as a result of being in the national media spotlight? We asked, and interviewers recorded respondent answers verbatim. These answers were then grouped into categories for analysis.

Reasons people gave for saying they were "more likely" to think of Minneapolis as a good place to visit following Super Bowl LII

Those who were "more likely" to think of Minneapolis as a good place to visit in the Super Bowl's wake gave a variety of reasons for saying so. One in every five respondents mentioned something specifically related to the Super Bowl or related media coverage that showed Minneapolis in a positive light. Examples of these comments include:

"The news coverage was favorable. The place is very nice. I want to go there."

"The images they showed of the city were nice."

"If they held the Super Bowl there, there has to be something cool about the place."

Nearly as many respondents mentioned their own personal familiarity with the area, often through connections with family, friends, or work. It may have been that Super Bowl coverage reminded them of these connections, leading them to think of Minneapolis in a positive light. Examples of these comments include:

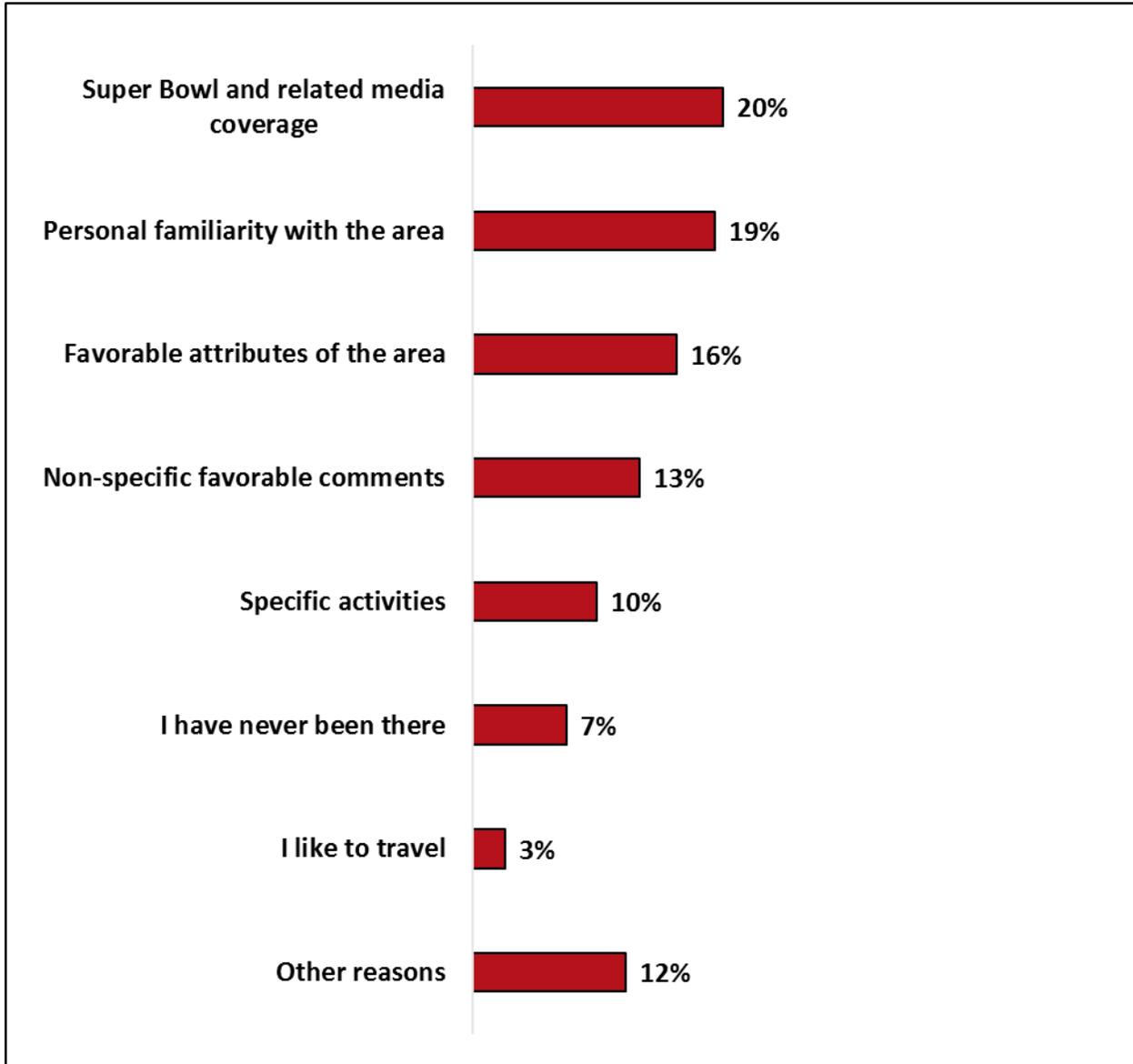
"I have visited there before and have friends there."

"We have family there. We are very familiar with the area."

"I have worked at a company in Minneapolis for many years. I have been in the city. I enjoyed the weather and their arts. It is also a friendly and clean city."

Many others mentioned specific attributes of Minneapolis, including the city's cleanliness, scenery, and nice people (e.g., "It is really a beautiful city with nice people."). Still others noted that they thought highly of the city or simply would like to visit, without giving specific reasons (e.g., "It is a place that I would like to visit"). Ten percent of respondents mentioned activities or destinations in the area; for example, some were interested in visiting the Mall of America.

Many of those who are now “more likely” to think of Minneapolis as good place to visit cite Super Bowl coverage and personal familiarity



Question: “What is the main reason you say that?” (A follow-up on respondents’ answers to the question, “As a result of media coverage of the Super Bowl, are you more or less likely to think of Minneapolis as a good place to visit?”)

Note: Results include adults living in all states except Minnesota. Weighted number of respondents = 315.

Source: APM Research Lab’s National Survey of Super Bowl Impressions (Feb. 7-11, 2018; Super Bowl = Feb. 4).

Reasons people gave for saying they were “less likely” to think of Minneapolis as a good place to visit following the Super Bowl LII

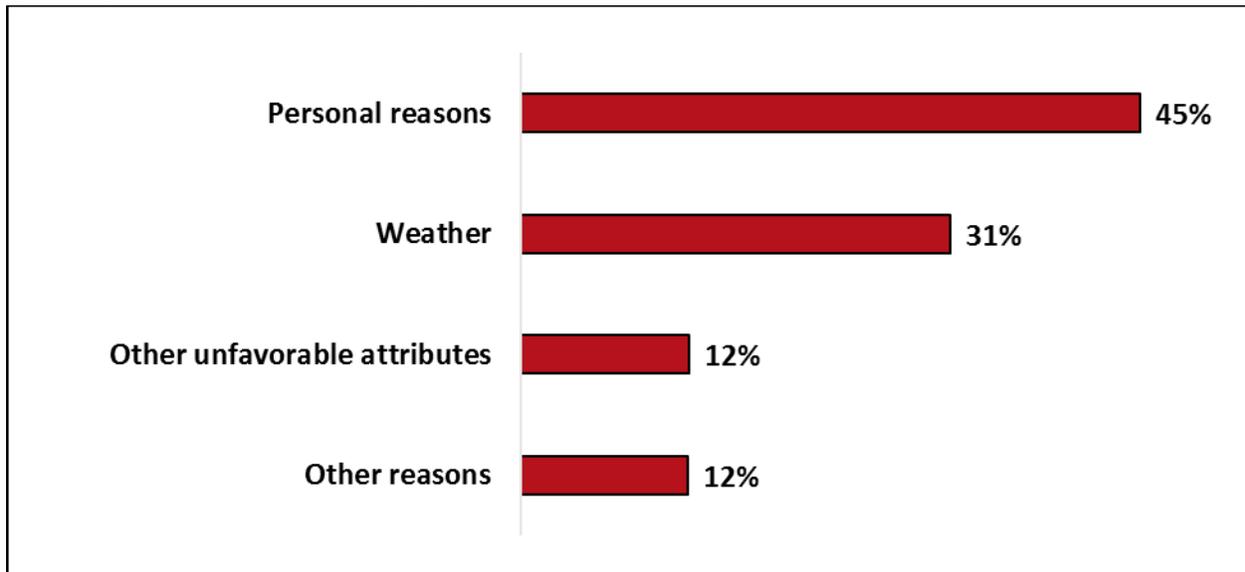
The somewhat smaller group of respondents who were “less likely” to think of Minneapolis as a good place to visit in the wake of the 2018 Super Bowl focused on a smaller set of reasons. Nearly half mentioned personal reasons for being “less likely” to think of Minneapolis as a tourism destination. Examples of these sorts of comments include:

“I have already been there, so it doesn't really make any difference.”

“I don't travel that much.”

“It's because of my age.”

Many of those who are now “less likely” to think of Minneapolis as good place to visit cite personal reasons and the weather



Question: “What is the main reason you say that?” (A follow-up on respondents’ answers to the question, “As a result of media coverage of the Super Bowl, are you more or less likely to think of Minneapolis as a good place to visit?”)

Notes: Results include adults living in all states except Minnesota. Weighted number of respondents = 260.

Source: APM Research Lab’s National Survey of Super Bowl Impressions (Feb. 7-11, 2018; Super Bowl = Feb. 4).

The weather was the second most frequently mentioned reason respondents gave for being “less likely” to think of Minneapolis as a good place to visit due to Super Bowl coverage. Indeed, as mentioned several times in coverage of the event, Super Bowl LII was the coldest Super Bowl in history—at least outside of the climate-controlled stadium. Examples of weather-related comments include:

“Minnesota is a winter town. It is cold.”

“I don't like the cold weather.”

“Minneapolis is cold. The Super Bowl isn't going to change that.”

Some others mentioned what they perceived as unfavorable attributes of the area beyond weather. Rightly or wrongly, respondents' impressions of the area included comments like “It is too crowded for me.” and “It is because of the crime in Minneapolis.”

Conclusion

Hosting the Super Bowl offers cities a very unique opportunity to raise their national profile, and impact both awareness and impressions among the American public. As shown in the results of the 2018 National Survey of Super Bowl Impressions, over half of adults outside of Minnesota could name either the city of Minneapolis or the state of Minnesota as the host locale for Super Bowl LII. Additionally, a plurality indicated that Super Bowl media coverage improved their impression of Minneapolis—at least in terms of whether they consider the city a good place to visit.

Still, survey results were not uniformly positive. Despite efforts of local boosters to use the Super Bowl's spotlight to showcase Minneapolis as a winter wonderland, nearly a quarter of non-Minnesotan Americans indicated that the media coverage had no impact on their impressions, and an even larger proportion indicated that Super Bowl coverage made them “less likely” to think of Minneapolis as a good place to visit. In response to a follow-up question, those who said that the cold weather impacted their impressions in a negative way outnumbered those who specifically mentioned that Super Bowl coverage enhanced their impression of Minneapolis.

In sum, while Super Bowl LII appears to have resulted in a net benefit to the impressions of Minneapolis in the minds of Americans who live outside of Minnesota, that “public relations victory” was far from one-sided. Like the game between the Eagle and Patriots itself, the contest between positive and negative impressions was mixed, with less than 10 (percentage) points favoring the victor.

About the Survey

The 2018 National Survey of Super Bowl Impressions was conducted as a part of a national omnibus survey conducted by SSRS of Glen Mills, Pennsylvania, February 7 to 11, 2018. The survey was conducted via telephone, 60 percent via cell phone and 40 percent landline, with 973 adult Americans living outside of Minnesota on February 7-11, 2018 (Super Bowl 52 was on February 4). The survey's overall margin of error is +/-3.6 percentage points at the 95 percent confidence level. Note that design effects are not explicitly accounted for in the margins of error provided for this study; instead we mitigate for potential design effects by truncating weights at a maximum of 4.0 and a minimum of 0.25. For additional details about survey methodology, please see: <http://ssrs.com/wp-content/uploads/2018/01/SSRS-Omnibus-Methodology-2018.pdf>

This survey was funded through internal resources. It was not conducted on behalf of or in conjunction with any other entity or initiative.

Acknowledgements

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End Notes

¹ See <https://www.washingtonpost.com/news/worldviews/wp/2016/02/05/these-global-sporting-events-totally-dwarf-the-super-bowl/> and <http://www.nielsen.com/us/en/insights/news/2017/tops-of-2017-television-and-social-media.html>

² For example, see: “Padding Required: Assessing the Economic Impact of the Super Bowl,” by Matheson and Baade in *European Sport Management Quarterly* (Volume 6, Issue 4, 2006), available at <https://doi.org/10.1080/16184740601154490> and “Super Bowl XLIX and Related Events Generate an Economic Impact of \$719.4 Million According to Study Completed by Arizona State University,” press release issued by the Arizona Super Bowl Host Committee, June 23, 2015, available at <http://seidmaninstitute.com/project/super-bowl-xlix/>. For examples of the local coverage of the debates related to hosting Super Bowl 52 in Minneapolis, see <https://www.mprnews.org/topic/superbowl> and <http://www.startribune.com/star-tribune-coverage-of-super-bowl-lii-at-u-s-bank-stadium/411341685/#1>.

³ See <http://www.nielsen.com/us/en/insights/news/2018/super-bowl-lii-draws-103-4-million-tv-viewers-170-7-million-social-media-interactions.html>.

⁴ A study conducted immediately after Super Bowl 49 (which had a somewhat larger reach than 52) found that that 29 percent of American adults did not know where the game was played; 41 percent named Arizona, 15 percent named Phoenix, and 16 percent named Glendale, the nearby city which actually hosted the event.

http://cerc.net/_bopwp/wp-content/uploads/2015/02/Glendale-Gets-No-Bump-from-Super-Bowl-49-CERC-Study.pdf

⁵ **North Central:** Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota (not included), Missouri, North Dakota, Nebraska, Ohio, South Dakota, Wisconsin. **North East:** Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont. **South:** Alabama, Arkansas, Washington DC, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia. **West:** Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington, Wyoming.

⁶ Given that awareness of the host city appears to be related to positive impressions, we also tested to see which demographic groups might have been most positively and negatively impacted by Super Bowl coverage if we focused more specifically on those who were able to identify the host location. Doing this, however, effectively cuts the sample size in half and increases confidence intervals associated with each sub-group, resulting in too little statistical power to come to any firm conclusions.



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