

THE ECONOMIC IMPACT OF



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OVERVIEW

- This study examined the economic impact of the 2016 College Football Playoff National Championship Game held on January 11, 2016 and events surrounding these games. Data collection focused on the time period of January 9th through January 11th, 2016.
- The study focused on estimating the gross economic impact of the 2016 College Football Playoff National Championship Game and related events. This was defined as the direct amount of spending by visitors and organizations from outside the state, and the indirect and induced impacts of those expenditures (often described as “ripple effects”). This assessment included the impact of both direct and indirect visitor and organizational expenditures in the Valley of the Sun/Greater Phoenix Metropolitan area. No resident spending was included.
- The 2016 College Football Playoff National Championship Game economic impact estimate was developed using three distinct factors: (1) out-of-state direct visitor spending; (2) organizational spending; and (3) indirect and induced effects.
- Indirect and induced economic impacts were calculated with an IMPLAN input-output model using SAM multipliers for the State of Arizona. IMPLAN (IMpact analysis for PLANning) is widely used for economic assessment throughout the United States, including impact analyses commissioned by the Arizona Commerce Authority. It is a commercially licensed linear input-output model based on local, regional and state multiplier models. The specific model used for this study has been designed for use in Arizona.

SURVEY METHODOLOGY

- This study utilized multiple research, survey and analytical methodologies appropriate to the objective and task. Primary data was collected from out-of-town visitors who stated that the main reason for their visit to the Phoenix Metropolitan area was for the 2016 College Football Playoff National Championship Game and/or events associated with the game. Teams of trained and supervised students from the ASU W. P. Carey School of Business and Sports Business Association conducted on-site surveys at events around the Valley over the 3-day period.
- The sampling plan for data collection included multiple days at multiple sites to sample diverse socio-economic and demographic groups. Within a particular site (e.g. at the stadium on game days) student teams were deployed at varied locations to capture a representative sample (i.e. not all in the sample attended the same parties/events).
- For the purpose of this study, a visitor was defined as any individual who did not classify themselves as living in the greater Phoenix-Metro area or Valley of the Sun for any portion of the year. “Snow Birds” or part-time residents were not considered visitors and, as such, any respondent that indicated they were staying in the Valley for more than one month was excluded from the final data set.

KEY FINDINGS

- The estimated total economic impact was \$273.6 million.
- An estimated 65,401 visitors came to Arizona for the 2016 College Football Playoff National Championship Game and stayed an average of 3.88 nights.
- An estimated 610 out-of-town media stayed an average of 4.3 nights.

BREAKDOWN

- The key inputs for this study are illustrated in the following two tables. These were based on the research team’s collection and analysis of 864 useable surveys from visitors to the Phoenix metropolitan area, independently-supplied organizational data, and credentialed media.

DIRECT VISITOR & MEDIA EXPENDITURE	NUMBER	AVERAGE DAILY SPENDING	AVERAGE NUMBER OF NIGHTS IN TOWN	TOTAL DIRECT SPENDING
Visitors with Champ Game Tickets	62,127	\$467.93	3.94	\$114,547,165
Visitors without Game Tickets	3,274	\$523.93	2.77	\$4,745,619
Out-of-State Media	610	\$428.64	4.3	\$1,124,323
Total Visitor & Media Expenditure¹				\$120,417,107

Source: Authors’ Calculations

ORGANIZATIONAL SPENDING	
Event, Operations and Media Production Spending ²	\$35,935,310
Sponsored Out-of-State Championship Game Events	\$2,980,000
Total Organizational Spending	\$38,915,310

Source: Authors’ Calculations

- Out-of-state visitors were divided into three groups: those with Championship Game tickets, those without, and media.
- Direct visitor and media spending was estimated at over \$120 million.
- Organizational spending was nearly \$39 million. This consisted of reported events, stadium operations, media production, and confirmed spending by outside Arizona firms who produced

¹ Direct Visitor and Media Expenditures exclude airfare

² Spending by the National Organization, traveling teams, the Host Committee, and other media partners

Championship Game-related events. No Arizona-based organizational spending was included in the figures.

- Applying these key inputs within the IMPLAN model, the total gross economic impact for the State of Arizona was estimated at \$273.6 million. This included all direct, indirect, and induced impacts.

TOTAL ECONOMIC IMPACT	
Total Champ Game Ticketed Visitor Expenditure Impact	\$212.6 million
Total Non-Champ Game Ticketed Visitor Expenditure Impact	\$8.1 million
Total Media Spending	\$1.7 million
Total Organizational Expenditure Impact	\$51.2 million
Total Economic Impact	\$273.6 million

Source: Authors' Calculations

- A comparison of total gross economic impacts for the 2011 BCS Championship Game and the 2016 College Football Playoff National Championship Game in the State of Arizona is shown below. However, this does not take into account the different buying power of the dollars in both years.

COMPARISON OF 2011 BCS AND 2016 CFP NATIONAL CHAMPIONSHIP GAME TOTAL ECONOMIC IMPACT	2011 BCS GAME (2011 \$)	2016 CFP NATIONAL CHAMP GAME (2016 \$)
Total Visitor Spending Impact	\$188,000,000	\$220,700,000
Total Media and Organizational Expenditure Impact	\$16,550,000	\$52,900,000
Total Economic Impact	\$204,550,000	\$273,600,000

Source: Authors' Calculations

- Using the Bureau of Labor Statistics Consumer Price Index (BLS CPI) inflation calculator, the 2011 BCS Championship Game impact expressed in the table above in 2011 dollars had the same buying power as \$215.6 million in 2016.³ This suggests that the total gross economic impact of visitors, media and non-Arizona based organizational expenditure for the 2016 College Football Playoff National Championship Game was at least **26.8% greater** than the impact for the 2011 BCS game.
- The direct state, local and county sales tax revenue generated from the 2016 College Football Playoff National Championship Game was estimated at **\$12.2 million**.

³ http://www.bls.gov/data/inflation_calculator.htm

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1. Introduction

The 2016 College Football Playoff National Championship Game was held on January 11, 2016 in Glendale, Arizona. The W. P. Carey School of Business at Arizona State University was commissioned to conduct an all-inclusive, primary economic impact assessment of the College Football Playoff National Championship Game and events surrounding the game. This assessment included the impact of both direct and indirect visitor and organizational expenditures on the regional economy for the Valley of the Sun. No expenditures from Arizona residents or Arizona organizations were included in this assessment.

This economic impact study utilized multiple research, survey and analytical methodologies appropriate to the objective and task. Teams of trained and supervised students from the ASU Sports Business Association conducted on-site surveys across the Valley over a period of three days, beginning on the Saturday before the National Championship Game and concluding at the stadium on game day, January 11th. Approximately 1,000 useable surveys from visitors to the area were collected, scrutinized and analyzed. “Multiplier effects” were calculated to determine the indirect or “ripple” effects. The economic impact from this event can be substantiated to contribute to increases in state and local tax revenues, as well as higher employment levels.

Economic impact was defined and estimated as the increase in spending in a community as a result of the existence of an event or organization. Within the context of the College Football Playoff National Championship Game and surrounding events, this included the expenditures of visitors who identified that the National Championship Game was the key factor in visiting Arizona; media from outside Arizona who cover the event; the “organizational spending” by the National Championship Game Host Committee, media and event production companies; diverse organizations and businesses involved in games operations, events production and activation of sponsorships, among other organizational activities; plus the indirect and induced multiplier effects. This report will outline the methodologies used and the results obtained in the study and its economic impact.

2. Study Methodology

The economic impact estimate of the National Championship Game was developed using three distinct factors: (1) out of town direct visitor and media spending; (2) organizational spending; and (3) indirect multiplier effects.

2.1. Survey Respondents

The out-of-town direct visitor spending was estimated using the results of an on-site survey administered throughout the weekend prior to as well as the day of the National Championship Game. The most fundamental factor in estimating visitor spending is how the term visitor is defined. For the purpose of this study a visitor was defined *as any individual who did not classify themselves as living in the greater Phoenix-Metro area or Valley of the Sun for any portion of the year*. “Snow Birds” or part-time residents were **not** considered visitors and, as such, any respondent that indicated they were staying in the Valley for more than one month was excluded from the final data set.

2.2. Survey Creation

The visitor survey was developed through discussions with the National Championship Game Host Committee, as well as a careful review and analysis of past surveys used in related economic impact studies. There were four primary objectives for the survey: (1) determine the role that the National Championship Game played in the decision to visit the Valley; (2) estimate the total amount an individual and their travel party spent while in the Valley; (3) determine the total number of people in a travel party; and (4) establish the total number of nights a travel party stayed in the Valley.

2.3. Sampling and Survey Administration

The survey was administered by carefully selected, trained and supervised students from the W. P. Carey School of Business at Arizona State University. On average, 8 to 15 students conducted surveys on non-game days. One or more faculty members were designated as

supervisors for each data collection effort. A stratified sampling plan was designed considering diverse time periods and areas to collect data. The weekend preceding the National Championship Game, the research team deployed teams of surveyors at the National Championship Game-related events in the Playoff Fan Central in Downtown Phoenix. On game day, the research team deployed multiple teams of surveyors to collect data in the areas around the University of Phoenix stadium where pre-game activities and events occurred, as well as at the entrances to the stadium. On game day, 29 students collected data on-site.

2.4. Surveyor Training

Surveyors were competitively selected based on their active participation in the ASU Sports Business Association, willingness to participate and complete training sessions, and ability to adhere to demanding interview schedules and protocols. Many had participated in similar research projects, including Super Bowl XLIX in February, 2015.

Prior to being stationed, each surveyor was given training and precise instructions as to their day's activities. The surveyors were educated about the specific intent and meaning of all of the survey questions to facilitate that accurate data would be obtained. They were trained how to politely and unobtrusively approach prospects and manage encounters with those who participated and those who did not chose to participate. Finally, the definition of a visitor was clearly reinforced. Students practiced data collection before entering the field. Survey teams in the field were also able to contact supervising faculty via cell phone whenever any problems or questions arose during the data collection.

2.5. Survey Procedure

Event attendees were approached according to the sampling procedures outlined above. If they agreed to participate, they were screened for resident vs. out-of-state visitor status. Only adult visitors to Arizona were surveyed. In addition, visitors were asked if they were visiting Arizona primarily to attend the National Championship Game and/or related events.

If the respondent indicated that they were visitors and were visiting because of the National Championship Game and its related events, the rest of the visitor survey was given. A strong incentive in the form of an official National Championship Game lanyard was provided to acknowledge and thank survey participants.

3. Data Analysis

All questionnaires were scrutinized and analyzed for viability and usability. If respondents failed to complete critical parts of the survey or misunderstood key instructions, surveys were rejected. If the survey revealed that respondents were not visiting primarily to see the National Championship Game, the survey was rejected. After screening questionnaires for data quality, a final sample size of 864 valid visitor surveys was obtained across all events and locales where survey teams were deployed. This sample included 822 visitors who reported having tickets to the National Championship Game and 42 visitors who did not report having tickets.

Prior to final analysis, the surveys were screened for replies to spending or length of stay questions that were unreasonably high and thus might bias economic impact estimates upward. Such replies were trimmed or simply removed from the analysis.

3.1. Estimation of Visitor Numbers

The research team employed data from the surveys to estimate the proportion of visitors here for the National Championship Game who had tickets and the proportion which did not. Using data from the visitor versus resident tabulators, the research team was able to estimate the proportion of visitors to Arizona at the National Championship Game. To estimate the number of visitors with tickets to the game, the research team multiplied the percentage of visitors (derived from survey teams on game day working the surrounding area and entrances of University of Phoenix stadium) by the official attendance estimate. As a result of this calculation, the research team estimated that the National Championship Game attracted 62,127 visitors to Arizona with tickets to the National Championship Game.

To estimate the proportion of visitors without tickets to the National Championship Game who were nevertheless drawn to Arizona to partake in related parties and events, the team estimated the proportion of people at surveyed events who said they 1) were here primarily for the National Championship Game or related events, and 2) who said they did not have tickets to the National Championship Game. Using the proportion of non-ticketed visitors at target events, along with attendance estimates for these events, we estimated the number of visitors in Arizona primarily for the National Championship Game or related events to be 3,274. Together, 65,401 visitors are estimated to have stayed in Arizona for the National Championship Game and related events.

3.2. Visitor and Media Expenditure Estimates

We calculated the economic impact of the National Championship Game related events in a two stage procedure. We first estimated direct visitor spending (the amount of money visitors spent on their trip) and then estimated the total economic impact of that spending as it circulated through the Arizona economy. The estimates of direct visitor expenditures included in this report were computed by calculating the average expenditure per person per day for visitors. To provide a more robust estimate, we separated visitors into two segments; those with and those without National Championship Game tickets. This number was scaled to an overall direct expenditure estimate by multiplying it by an estimate of “total visitor days” – that is, the total number of days that all visitors stayed in the Metro Phoenix area as a result of the National Championship Game or related events.

3.3. Organizational Spending

The organizational spending associated with the National Championship Game and related events was determined in two parts. First, directed discussions with the National Championship Game Host Committee, media organizations, and other partners helped to identify expenditures. Second, primary sponsors and event producers provided valuable insight into expenses that were applicable to economic impact analysis. Collectively, this

consisted of direct organizational spending in the local community that was infused into the economy exclusively because of the National Championship Game. Any expenditure in the local community related directly to the games and surrounding events were included in the analysis of organizational spending.

3.4. Indirect and Total Economic Impact

In order to determine the cumulative economic impact during the National Championship Game, it was necessary to identify the amount, infusion and circulation rates of spending. To accomplish this, an IMPLAN input-output model was used to determine the indirect and induced impacts. All expenditures were grouped into distinct categories, the appropriate coefficients were applied, the data was analyzed, and the cumulative effects were estimated.

4. National Championship Game Results

4.1. Direct Visitor and Media Expenditures

Results essential to estimating the economic impact of the National Championship Game include the total number of visitors, their average stay in nights, and their trip related expenditures. These data are reported for ticketed and non-ticketed visitors in the sections below. Table 1 reports the number of ticketed and non-ticketed visitors (estimated as explained earlier) that came to Arizona primarily for the National Championship Game or related events. Table 1 also reports the average number of nights each class of visitor reported staying in the Valley.

Table 1: Direct Visitor and Media Expenditures

DIRECT VISITOR & MEDIA EXPENDITURE	NUMBER OF OUT-OF-TOWN VISITORS	AVERAGE DAILY SPENDING	AVERAGE NUMBER OF NIGHTS IN TOWN	TOTAL DIRECT SPENDING
Visitors with Champ Game Tickets	62,127	\$467.93	3.94	\$114,547,165
Visitors without Game Tickets	3,274	\$523.93	2.77	\$4,745,619
Out-of-State Media	610	\$428.64	4.3	\$1,124,323
Total Visitor & Media Expenditure⁴				\$120,417,107

Source: Authors' Calculations

The estimate of the economic impact of visitors drawn by the National Championship Game was preceded by estimating average daily visitor expenditures. Table 1 shows average daily expenditures on a per visitor basis for ticketed and non-ticketed visitors. Ticketed visitors spent on average an estimated \$467.93 per day while non-ticketed visitors spent on average an estimated \$523.93 per day. Media personnel averaged \$428.64.

The total direct spending of visitors to the National Championship Game was estimated by multiplying the number of visitors by their average stay by their average spending per day. Summing across ticketed visitors, non-ticketed visitors, and out-of-town media, the total direct spending (direct economic impact) of visitors and media to the National Championship Game was estimated to be \$120.4 million.

4.2. Direct Organizational Expenditures

In addition to visitor expenditures, the National Championship Game impacted the Arizona economy through organizational expenditures. To stage the National Championship Game and its related events, organizations based outside Arizona spent money in the state on activities including: transportation and lodging of organizational personnel, venue rental, event planning, equipment rental, event staff, catering, entertainment, promotion, and more. The research team included only expenditures made by firms or organizational units from outside Arizona in its estimates. We gathered organizational spending data from the following

⁴ Direct Visitor and Media Expenditures exclude airfare

sources: the National Championship Game Host Committee, media producers, event sponsors, event planners, venue owners, caterers, and others. Our organizational spending estimates included data reported by the spending of a variety of firms to stage major parties and private events in the days preceding the National Championship Game. Most firms sharing data with the research team requested that their expenditures be held in confidence. Therefore, we report only an aggregate spending estimate.

Table 2 presents organizational spending as captured by reported National Championship Game events, stadium operations, media production, and confirmed spending by outside Arizona firms for National Championship Game-related events. This was estimated at \$38.9 million. No Arizona-based organizational spending was included in the figures.

Table 2: Direct Organizational Expenditures

ORGANIZATIONAL SPENDING	
Event, Operations and Media Production Spending ⁵	\$35,935,310
Sponsored Out-of-State Championship Game Events	\$2,980,000
Total Organizational Spending	\$38,915,310

Source: Authors' Calculations

4.3. Induced Economic Impact of Visitor, Media and Organizational Spending

The next step in estimating the economic impact of the National Championship Game was to calculate the indirect or induced impact of visitor’s spending on the Arizona economy. To calculate this total impact, the IMPLAN economic impact assessment software package was used with SAM multipliers for the Arizona economy. The results provided by the IMPLAN software are shown in Table 3. The numbers in Table 3 show the total economic impact (direct, indirect and induced impacts) of ticketed, non-ticketed and media visitor spending. Direct visitor spending related to the National Championship Game was found to be \$120.4 million. In total, visitors generated an estimated \$222.4 million dollars in economic impact on the Arizona economy (direct plus indirect and induced effects). We estimate that direct organizational

⁵ Spending by the National Organization, traveling teams, the Host Committee, and other media partners

spending brought to Arizona by the National Championship Game totaled \$38.9 million. In turn, this direct spending had an estimated *total* economic impact on the Arizona economy (direct plus indirect and induced effects) of \$51.2 million.

Table 3: Total Economic Impact Measured by Direct plus Induced Impact

TOTAL ECONOMIC IMPACT	
Total Champ Game Ticketed Visitor Expenditure Impact	\$212.6 million
Total Non-Champ Game Ticketed Visitor Expenditure Impact	\$8.1 million
Total Media Spending	\$1.7 million
Total Organizational Expenditure Impact	\$51.2 million
Total Economic Impact	\$273.6 million

Source: Authors' Calculations

4.4. State, County and Local Sales Tax Impact

The direct visitor impact and organizational expenditures associated with the National Championship Game also contributed to the local and state economy in the form of sales tax revenue. Indirect multiplier effects were not considered when calculating sales tax revenue impacts. The direct sales tax revenue generated from the National Championship Game was estimated at \$12.2 million.

4.5. Total Economic Impact

Adding the direct, indirect and induced impacts across visitors, media and organizational expenditures, the total economic impact that is attributed to the National Championship Game and its related events was estimated at \$273.6 million. This includes an estimated \$12.2 million in direct state, local, and county sales tax.

5. Comparison of the National Championship Game (2016) to the BCS Championship Game (2011)

Presented next is a brief comparison of the data from the previous two college football national championship games held in Arizona. The comparisons of these total gross economic impacts

for the 2016 National Championship Game and the 2011 BCS Championship Game do not take into account the different buying power of the dollars in both years as all dollar figures referring to the 2011 BCS Championship Game in Table 4 are shown in 2011 dollars.

Table 4: Total Economic Impact

COMPARISON OF 2011 BCS AND 2016 CFP NATIONAL CHAMPIONSHIP GAME TOTAL ECONOMIC IMPACT	2011 BCS GAME (2011 \$)	2016 CFP NATIONAL CHAMP GAME (2016 \$)
Total Visitor Spending Impact	\$188,000,000	\$220,700,000
Total Media and Organizational Expenditure Impact	\$16,550,000	\$52,900,000
<i>Total Economic Impact</i>	\$204,550,000	\$273,600,000

Source: Authors' Calculations

Using the Bureau of Labor Statistics Consumer Price Index (BLS CPI) inflation calculator, the 2011 BCS Championship Game impact expressed in the table above in 2011 dollars had the same buying power as \$215.6 million in 2016.⁶ This suggests that the total gross economic impact of visitors, media and non-Arizona based organizational expenditure for the 2016 College Football Playoff National Championship Game was at least **26.8% greater** than the impact for the 2011 BCS game.

⁶ http://www.bls.gov/data/inflation_calculator.htm

APPENDIX 1 -- Visitor Questionnaire



Visitors to the Phoenix Area

Please help us by completing this
***Official College Football
Playoff Economic Impact
Survey***

through the W. P. Carey School at
Arizona State University and the
Arizona Organizing Committee

We want to know how much you spent or plan to spend on your visit to help us estimate the economic impact of the 2016 College Football Playoff National Championship Game.

Your replies will be anonymous.

We will NOT ask you for your name, phone, e-mail, home address or for any other identifying information.

Please answer ALL questions as accurately as you can. You can refuse to answer any question or stop the survey at any time.

Thanks!

If you have any questions or concerns about the study, please contact the Department of Marketing at 480-965-3621.



W. P. CAREY
SCHOOL *of* BUSINESS

A R I Z O N A S T A T E U N I V E R S I T Y

A. General Information

1. Please check which of the events below would be important reasons for your visit to the Phoenix Metro area. You can check more than one event.

- College Football Playoff National Championship Game
- Events related to the College Football Playoff National Championship Game
- Fiesta Bowl
- Cactus Bowl
- Events related to the Fiesta/Cactus Bowl
- None of the events just listed

2. Of the events above, which is the **MOST** important reason for your visit?

- College Football Playoff National Championship Game
- Events related to the College Football Playoff National Championship Game
- Fiesta Bowl
- Cactus Bowl
- Events related to the Fiesta/Cactus Bowl
- None of the events just listed

B. Your Travel Party

1. How many people are in your travel party – the group of family or friends you are traveling with?	_____ people
2. Of the people in your travel party (including yourself), how many are from outside the Phoenix Metropolitan area?	_____ people
3. Of the people in your travel party (including yourself), how many have tickets to the College Football Playoff National Championship Game ?	_____ people
4. Do you personally have tickets to the College Football Playoff National Championship Game ?	<input type="checkbox"/> Yes <input type="checkbox"/> No

C. Your Lodging

1. Please write the number of nights that are you staying in the Phoenix Metro area. Write in a "0" if you are not staying overnight. _____ nights

2. Are you paying for your lodging or are you staying somewhere for free? Staying Free
 Paying for Lodging*

*If you are paying for lodging, what is your daily rate? \$_____ per night

3. Please check the city in which your lodging is located:

- | | | |
|-------------------------------------|--|-------------------------------------|
| <input type="checkbox"/> Ahwatukee | <input type="checkbox"/> Glendale | <input type="checkbox"/> Scottsdale |
| <input type="checkbox"/> Avondale | <input type="checkbox"/> Litchfield Park | <input type="checkbox"/> Sedona |
| <input type="checkbox"/> Cave Creek | <input type="checkbox"/> Mesa | <input type="checkbox"/> Sun City |
| <input type="checkbox"/> Chandler | <input type="checkbox"/> Paradise Valley | <input type="checkbox"/> Surprise |
| <input type="checkbox"/> Flagstaff | <input type="checkbox"/> Peoria | <input type="checkbox"/> Tempe |
| <input type="checkbox"/> Gilbert | <input type="checkbox"/> Phoenix | <input type="checkbox"/> Tucson |

Other (please write-in): _____

D. Your Travel

1. Did you travel to the Phoenix Metro area by an airline, train, or bus line?

Yes No (If no, skip "a" and "b" below)

a. How many in your travel party also traveled by a commercial airline, train, or bus line?

_____ people

b. About how much did your round-trip ticket cost?

\$ _____ per round-trip ticket

2. How many people in your travel party are renting cars locally?

_____ people are renting cars

E. About Organizations that Helped You Travel

1. Is any part of your trip to this event part of a tour package?

Yes No (If no, skip “a” and “b” below)

a. What was the total cost of the tour package per person?

\$ _____ per person

b. How many in your party traveled via the tour package?

_____ people

2. Beside a tour company, is any other company or organization paying for all or part of your trip?

Yes No

If “Yes” to either question above, which of the following expenses was paid for by either a tour company or other company or organization that helped pay for your trip? (**select all that apply**)

- | | |
|--|---|
| <input type="checkbox"/> Lodging | <input type="checkbox"/> Airline/Train/Bus Line Tickets |
| <input type="checkbox"/> Meals and Soft Drinks | <input type="checkbox"/> Local Transportation |
| <input type="checkbox"/> Alcoholic Beverages | |

F. Your Travel Party’s Expenditures

We would like to ask how much you (and those in your travel party, if any) **spent or charged in the 24 hours up to this event in the Phoenix area**. If you plan to be in the Phoenix area less than a day, estimate your actual and planned expenses for whatever time you are here.

For example, if there are four people in your travel party and you each spent \$10 on lunch, you would list \$40 (4 X \$10) for lunch.

For example, if there are 2 people in your travel party and you share a room, you would list the daily rate for one room.

1. As a double check, how many people are in your immediate travel party? _____ people

2. Please try to estimate the total amount **you spent individually per day** on each of the following while in town:

\$ _____	Lodging
\$ _____	Dinner
\$ _____	Lunch
\$ _____	Breakfast
\$ _____	Alcoholic Beverages (not included above)
\$ _____	Rental car (daily rate plus insurance charges)
\$ _____	Taxis or limos
\$ _____	Golf Outings (including green fees, cart rental, etc.)
\$ _____	Other entertainment or recreation (excluding game tickets)
\$ _____	Groceries
\$ _____	Spending on souvenirs, gifts, etc. (but not groceries)
\$ _____	Other expenditures

G. About You

1. Which of the following age groups are you a part of?

- 18-24 25-34 35-49 Over 50 Prefer not to answer

2. Which of the following categories does your household income fall into?

- \$0-\$49,999 \$50,000-\$99,999
 \$100,000+ Prefer not to answer

3. Is your current long-term residence located inside or outside Arizona?

- Inside Arizona Outside Arizona

4. Which team are you most a fan of?

- Alabama Clemson Neither

5. What is your gender?

- Male Female Prefer not to answer

Thank you! Please return this survey to the volunteer.



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