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The Trusted Advisor To The Payments Industry

**FOR IMMEDIATE RELEASE:**

**BIG DATA: Does Super Sunday Boost Local Spending?**

**OMAHA, Neb., February 2, 2015** – Today, The Strawhecker Group (TSG) has released new data to answer the question – *Does Super Sunday boost Local Spending?* [Click here to see the findings.](#)

Super Sunday is one of the most highly anticipated events of the year in the U.S. Every year, 32 teams contend for the opportunity to compete in this event, but the teams involved are not the only competing parties. In fact, a variety of industries compete for business on Super Sunday.

The debate on whether the local and state economy hosting Super Sunday boosts spending can clearly go both ways. On one side, you have observers suggesting that the local economy could see up to a \$600 million boost as a result of Super Sunday. On the other hand, you have economists who say that Super Sunday doesn't boost all that much local spending due to "substitution" (residents and visitors simply shifting their spending to certain categories, instead of increasing their overall consumption) and "leakage" (the tendency for money to circulate out of rather than through a local economy).

One thing for sure is that there will always be winners and losers. And for local and state economies hosting Super Sunday, Bars, Sporting Goods Stores, Hotels and Restaurants are the winners as there is plenty of partying, eating wings, overnight stays and shopping for sporting related goods. Consumer spending growth at Bars in 2014 in the New York and New Jersey region was 27.9% higher than 2013 when Super Sunday was hosted at East Rutherford, New Jersey.

**About TSG**

The Strawhecker Group (TSG) is a management consulting company focused on the payments industry. The company specializes in providing financial institutions, merchant acquirers, card associations, ISOs, processing companies, large merchants, and the investment community with advisory services to maximize their growth and profitability. TSG is also a resource for consumer spending data, industry research, benchmark studies and developing trends. For more information please visit [www.TheStrawGroup.com](http://www.TheStrawGroup.com).