

Super Bowl XXXIX Host City Pre-Test (n=1010 US Adults)

Hi this is _____ with Competitive Edge Research, a national polling firm and we're calling adults across the country who were selected at random to ask your opinion. We are absolutely not selling anything. Most people find it fun and interesting and all your answers will be kept strictly confidential. Please let me begin by asking . . .

Q1. Do you currently have a positive or negative impression of Jacksonville, Florida or do you have no impression of Jacksonville, Florida at this time.

	Pre <u>n=509</u>	Post <u>n=501</u>		Pre <u>n=509</u>	Post <u>n=501</u>
Very Positive	12.8%	13.0%	Positive	25.8%	24.8%
Somewhat Positive	13.0	11.8			
Neutral Impression (<i>Not Read</i>)	7.9	8.2			
Somewhat Negative	5.1	3.0	Negative	8.4	5.8
Very Negative	3.3	2.8			
No Impression	58.0	61.3			

Q2. And will you watch . . .

	Pre <u>n=509</u>	Post <u>n=501</u>
All	42.2%	35.7%
Part	28.5	32.3
None	26.5	31.9
Unsure/Depends (<i>Not Read</i>)	2.8	0.0

. . . of the Super Bowl this Sunday?

(Of "All" or "Part" to Q2 Post, n=341)

Q3. And, overall, do you think the TV commercials were . . .

Better than in Years Past	23.8%
Worse than in Years Past	24.0
About the Same	52.2
