

The Competitive Edge Super Bowl XLIII Pre- and Post-Game Poll

(n=503 US Adult Residents)

Margin of Sampling Error +/- 4.4%

RDD

Field dates: Feb 2-4 2009

Weighted on Age

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

Q1. Other than the city you reside in, which U.S. city is your favorite?

	Pre-Game %	Post-Game %
New York	10.5	8.6
San Diego	5.7	3.6
San Francisco	5.0	4.2
Las Vegas	3.5	2.6
Orlando	3.3	2.5
Denver	2.7	1.1
Chicago	2.7	4.6
Atlanta	0.6	3.2
Unsure (<i>Not read</i>)	16.6	16.5
Other (<i>Not read</i>)	50.0	53.1

(Q2-Q4 were randomized)

Q2. Do you currently have a positive or negative impression of Arlington, Texas or do you have no impression of Arlington, Texas at this time?

	Post-Game %
Very Positive	3.8
Somewhat Positive	9.5
Neutral (<i>Not read</i>)	0.1
Somewhat Negative	3.7
Very Negative	2.6
No Impression	79.7
Unsure (<i>Not read</i>)	0.6

Q3. Do you currently have a positive or negative impression of Tampa, Florida or do you have no impression of Tampa, Florida at this time?

	Pre-Game %	Post-Game %
Very Positive	13.6	10.4
Somewhat Positive	17.7	27.1
Neutral (<i>Not read</i>)	1.9	.8
Somewhat Negative	3.7	3.5
Very Negative	2.5	0.8
No Impression	59.3	56.5
Unsure (<i>Not read</i>)	1.3	0.9

Q4. Do you currently have a positive or negative impression of Miami Gardens, Florida or do you have no impression of Miami Gardens, Florida at this time?

	Post-Game %
Very Positive	2.2
Somewhat Positive	7.1
Neutral (<i>Not read</i>)	0.4
Somewhat Negative	3.8
Very Negative	1.1
No Impression	83.3
Unsure (<i>Not read</i>)	2.1

Q5. And please tell me whether or not you have heard of Bruce Springsteen and, if so, whether your impression of him is favorable or unfavorable.

	Pre-Game %	Post-Game %
Very Favorable	28.1	29.5
Somewhat Favorable	33.4	36.2
Somewhat Unfavorable	6.0	8.7
Very Unfavorable	5.4	5.9
Heard, Unsure	14.3	10.5
Not Heard	12.9	9.1

Q6. And how likely is it that you will buy Bruce Springsteen’s new album “Working on a Dream”, or any of the songs on it, in the next week or two. Will you . . . (Order of choices was alternated)

	Pre-Game %	Post-Game %
Definitely buy it	3.2	2.6
Probably buy it	6.3	3.4
You might or might not buy it	22.1	23.3
You definitely will not buy it or	64.6	68.3
Do you already have it	1.1	1.7
Unsure (Not read)	2.7	0.6

Q6b. And did you get that for free or did you buy it? (Asked of those who say they already have Bruce Springsteen’s new album, n=8)

	Pre-Game %	Post-Game %
Free	21.1	7.2
Buy	78.9	80.5
Refused (Not read)	0.0	12.3

Q7. And (will/did) you watch . . .

	Pre-Game %	Post-Game %
All	41.6	40.4
Part	29.4	36.7
None of the Super Bowl this Sunday	26.2	22.9
Unsure/Depends (Not read)	2.8	0.0

Q7x. And, compared to other Super Bowls, how would you rate this game? Was it . . . (Asked of those who say they watched the Super Bowl, n=378)

	Post-Game %
One of the best ever	36.0
Better than average	38.5
Average	19.2
Below average	2.2
One of the worst ever	0.3
Unsure (Not read)	3.8

Q8y. And, compared to other Super Bowls, how would you rate the TV commercials? Were they generally . . . (Asked of those who say they watched the Super Bowl, n=378)

	Post-Game %
About the best ever	4.3
Better than average	17.1
Average	42.9
Below average	21.4
About the worst ever	6.9
Unsure (Not read)	7.5

Q8. And did you watch . . . (Asked of those who say they watched the Super Bowl, n=378)

	Pre-Game %	Post-Game %
All	49.9	43.4
Part	33.9	31.7
None of the Super Bowl halftime show	10.4	24.9
Unsure/Depends (Not read)	5.7	0.0

Q9. How likely are you to travel to Tampa, Florida within the next year?

	Pre-Game %	Post-Game %
Very likely	6.7	6.4
Somewhat likely	11.4	13.5
Somewhat unlikely	12.2	12.8
Very unlikely	69.3	66.1
Unsure (Not read)	0.3	1.2

Thanks. I have just a few demographic questions to make sure our sample is representative . . .

Q10. Please stop me when I reach your general age category. Is it . . .

	Post-Game %
18 to 24	13.3
25 to 34	17.2
35 to 44	14.2
45 to 54	23.9
55 to 64	14.0
65 to 74	8.0
75 and over?	8.2
Refused (Not Read)	1.2

Q11. Please stop me when I reach the category closest to your household's total annual income . . .

	Post-Game %
Under \$20,000	11.0
\$20 to 40,000	20.5
\$40 to 60,000	17.2
\$60 to 80,000	12.8
\$80 to 100,000	11.6
Over \$100,000	16.4
Refused (Not Read)	10.6

Thanks for your time and your opinion counts, goodbye.

12. GENDER (BY OBSERVATION)

	Post-Game %
Male	46.8
Female	53.2

13. TIME ZONE (FROM AREA CODE ON SAMPLE)

	Post-Game %
East	47.7
Central	29.2
Mountain	6.6
Pacific	16.5

14. AREA

	Post-Game %
East North Central	18.7
South Atlantic	17.9
Pacific	14.5
Middle Atlantic	12.3
West North Central	9.9
West South Central	8.5
Mountain	8.0
East South Central	5.6
New England	4.6

Founded in 1987, Competitive Edge Research & Communication (CERC) is a national public opinion research firm which specializes in civic, political and public affairs polling. The annual Super Bowl study is conducted as part of CERC's on-going civic research. Competitive Edge conducts two telephone polls using random digit dial sampling. Each poll has a sample size of approximately 500 English-speaking US adults. One survey is conducted prior to the game. Results from a second survey following the Super Bowl are compared to the first in order to isolate and measure how the game influences the nation's impression of the host city.