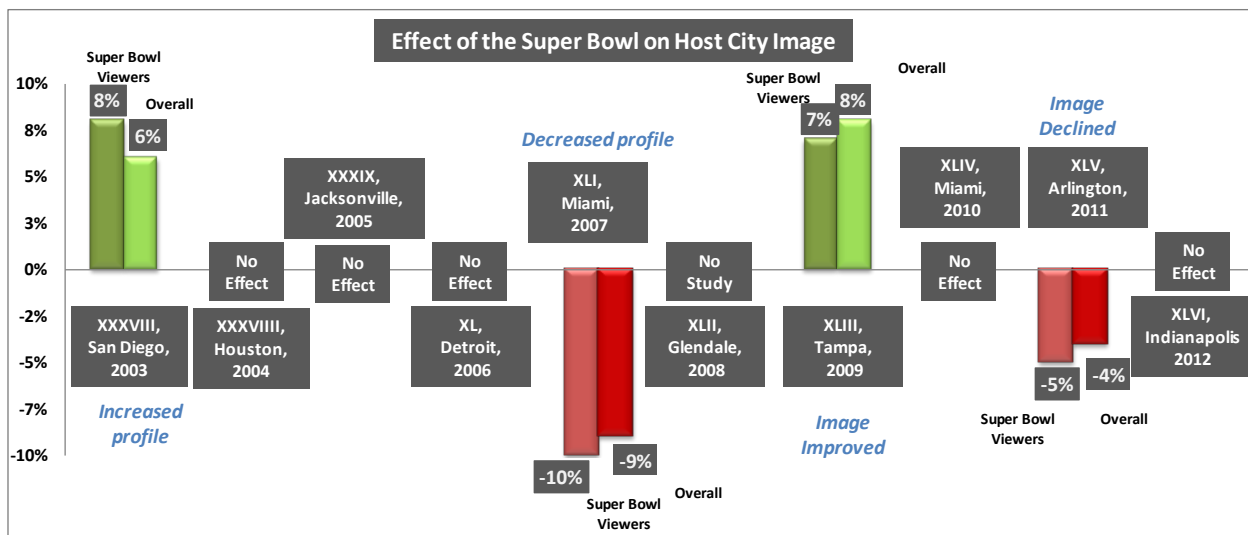


CERC Super Bowl 46 Study

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Beginning in 2003, Competitive Edge’s Super Bowl studies have twice demonstrated that Super Bowls can deliver an image boost to the cities that host them. In theory, cities can parlay that improvement into more tourism and economic development. The studies have also shown that, despite more than 150 million viewers, the Super Bowl can have no general effect on a city’s image and that is what happened to Indianapolis. Despite being referenced eight times by announcer Al Michaels during the game and seven “bumper shots” of the city on a clear night, Indianapolis’s national profile failed to take off. On the other hand, it escaped the fate of host cities Miami and Arlington before it.



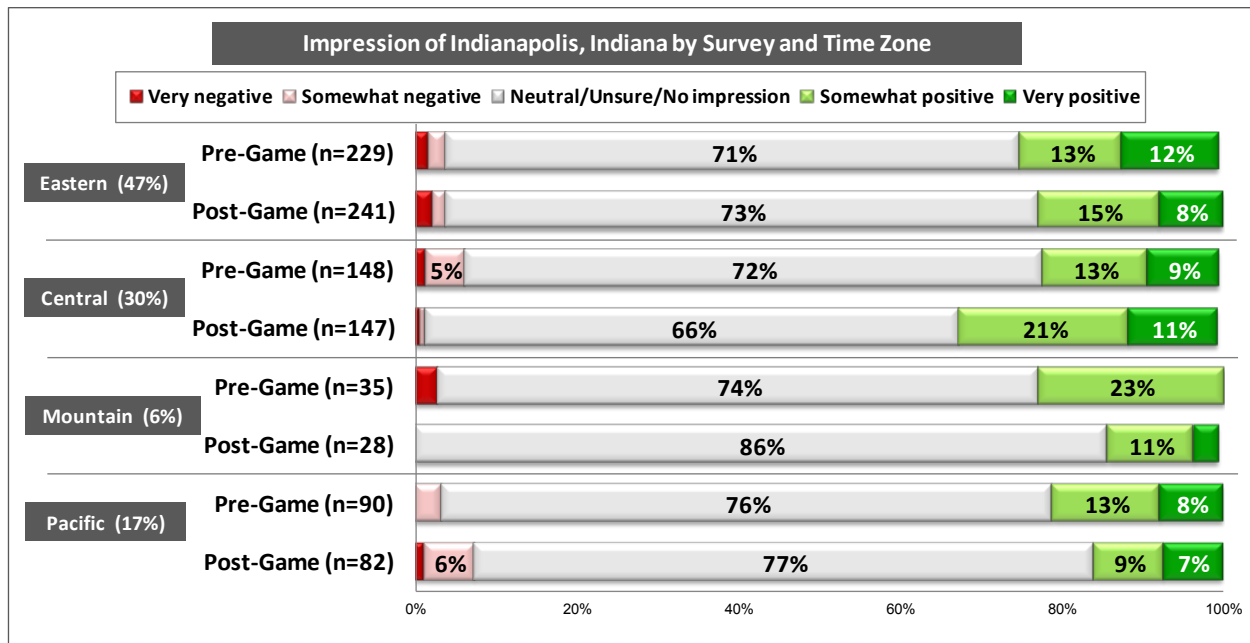
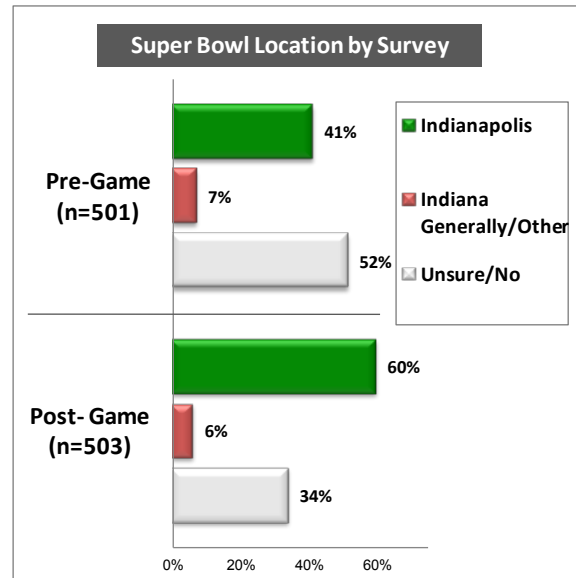
As the table below shows, there was no significant movement related to Indianapolis among Americans in general, nor was there any image bump from Super Bowl viewers in particular. Although Michaels’ broadcasting lauded Indianapolis at times – telling the audience in the second quarter that “*This thing worked out really well. It’s one of the few towns where you can walk to everything. They are doing a great job here.*” – it is likely that the visuals did not quite match the rhetoric.

Impression of Indianapolis, IN	All Americans		Super Bowl Viewers	
	Pre-Game	Post-Game	Pre-Game	Post-Game
Very Positive	9	8	10	9
Somewhat Positive	14	16	15	17
Neutral/Unsure/No impression	73	72	71	70
Somewhat Negative	3	2	3	2
Very Negative	1	2	0.3	2

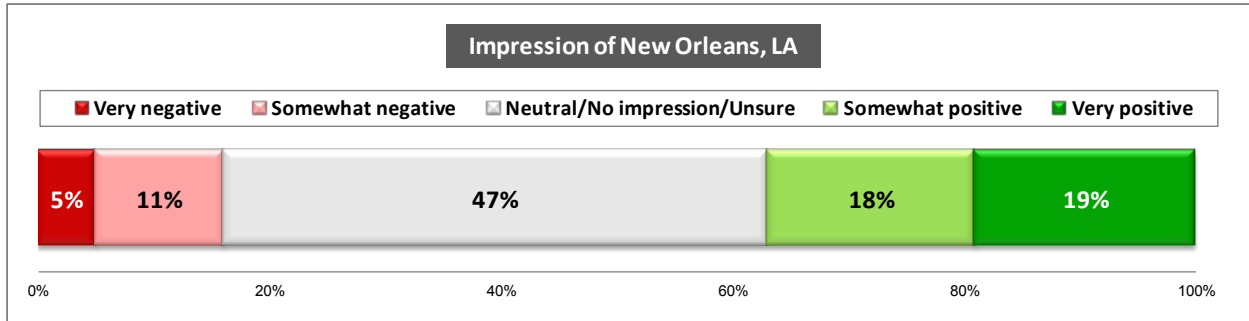
The lack of image enhancement was not because people did not know the big game was being hosted by Indianapolis. Only 41% of Americans knew before the game that Indy was the site of Super Bowl 46, but

after the game 60% knew where it was held. Those who know Indianapolis was the host were no more affected by the Super Bowl than those who didn't.

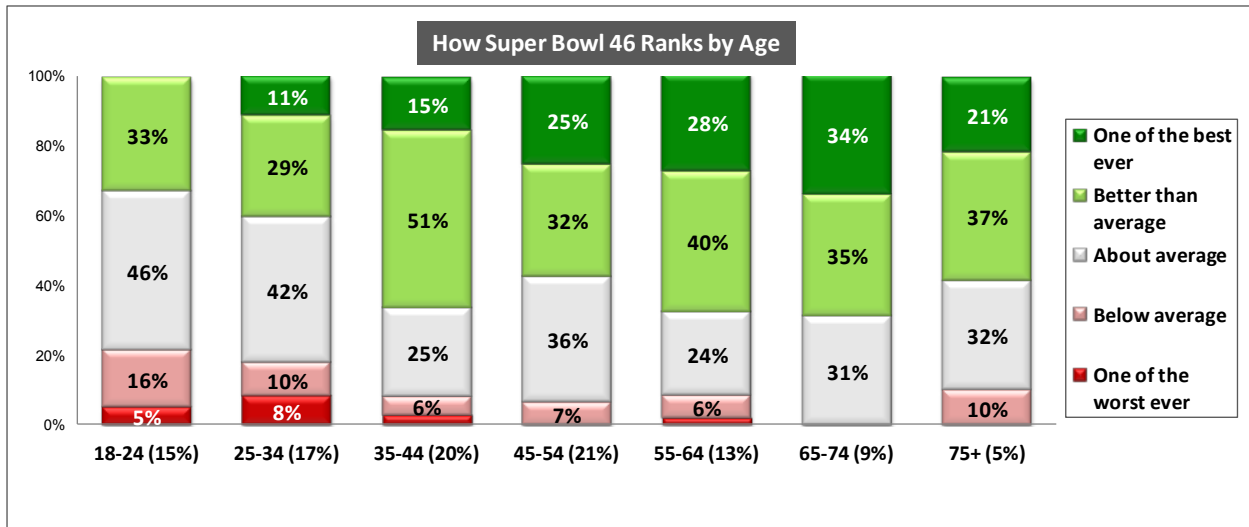
Indy's image did, however, benefit in some ways and the national results mask an interesting regional trend. People in America's heartland are evidently proud of the way Indianapolis carried itself during the Super Bowl. The study shows that impressions significantly improved among residents in the Central Time Zone. Nowhere was this more evident than among Hoosiers themselves. Favorable impressions of Indianapolis went from only 22% prior to the Super Bowl to 33% afterwards among those in the Central Time Zone and from 70% to 100% among Indiana residents. Both of these results are statistically significant, so Indy gained regional exposure which could translate into tourism coming from relatively nearby. The flip side is that those living in other time zones were not sufficiently impressed with Indianapolis.



Super Bowl 47 will be played at the Mercedes-Benz Superdome which will return New Orleans, Louisiana to the national stage. CERC has documented the Crescent City's history of ups and downs. At this point, it enjoys a much higher profile than Indianapolis, as 55% have an impression of New Orleans. Its image, for the most part, is positive, with 37% rating it favorably and 15% holding negative impressions. CERC will track the popularity of New Orleans over the coming year, culminating with the Super Bowl on February 3rd, 2013.



As for this Sunday’s game itself, half of those who watched Super Bowl 46 gave it high marks, saying that it was better than average or one of the best Super Bowls ever. Its biggest fans tend to be “old timers.” Nearly two-thirds of those over 35 years old say the game was at least better than average. Young viewers have probably become spoiled by a succession of recent thrillers. Few of those under the age of 35 rank this year’s game as one of the best ever and about 20% say it was below average or worse.



Founded in 1987, Competitive Edge Research & Communication (CERC) is a national public opinion research firm specializing in civic, political and public affairs polling. It’s annual Super Bowl study is conducted as part of CERC’s on-going civic research. Competitive Edge conducts pre-game and post-game surveys using random digit dial sampling with a total sample size of approximately 1,000 English-speaking US adults. Survey results following the Super Bowl are compared to those from prior to the game in order to measure how the game influences the nation’s impression of the host city.