

Super Bowl 46 Pre- and Post-Game Survey Topline Results

n=1,004 US Adults

January 20 – February 8, 2012

Margin of Sampling Error +/- 4.4%

Weighted on Phone Type, Age and Area

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. What was your age on your last birthday?

	Pre-Game %	Post-Game %
18 to 24	13.0	13.7
25 to 34	18.1	18.5
35 to 44	18.0	17.5
45 to 54	18.7	19.2
55 to 64	15.1	14.6
65 to 74	9.0	8.7
75 and over	8.0	7.8

Q2. And other than the city or town you reside in, which U.S. city is your favorite?

	Pre-Game %	Post-Game %
New York	7.2	8.1
San Francisco	4.9	5.6
Chicago	5.1	5.3
Las Vegas	3.6	3.7
Boston	1.0	3.5
Miami	3.1	2.7
San Diego	3.1	2.3
Washington DC	1.1	1.3
Orlando	3.1	1.2
Other	56.1	56.1
Nothing/Don't Know	11.7	10.2

Q3-Q6 were randomized.

Q3. Do you currently have a positive or negative impression of Indianapolis, Indiana or do you have no impression of Indianapolis, Indiana at this time.

	Pre-Game %	Post-Game %
Very Positive	9.4	8.3
Somewhat Positive	13.6	15.6
Neutral impression (Not read)	2.8	3.5
Somewhat Negative	2.9	2.2
Very Negative	1.3	1.5
No Impression	69.4	68.7
Unsure (Not read)	0.6	0.2

- Q4. Do you currently have a positive or negative impression of New Orleans, Louisiana or do you have no impression of New Orleans, Louisiana at this time.

	Pre-Game %
Very Positive	18.6
Somewhat Positive	18.3
Neutral impression (Not read)	2.1
Somewhat Negative	10.6
Very Negative	4.6
No Impression	45.3
Unsure (Not read)	0.3

- Q5. Do you currently have a positive or negative impression of New York, New York or do you have no impression of New York, New York at this time.

	Pre-Game %	Post-Game %
Very Positive	24.2	21.9
Somewhat Positive	19.4	22.8
Neutral impression (Not read)	3.6	3.0
Somewhat Negative	8.4	10.7
Very Negative	5.4	6.3
No Impression	38.6	34.5
Unsure (Not read)	0.4	0.8

- Q6. Do you currently have a positive or negative impression of the New England area of the US or do you have no impression of the New England area of the US at this time.

	Pre-Game %	Post-Game %
Very Positive	22.8	20.8
Somewhat Positive	15.2	22.0
Neutral impression (Not read)	2.1	2.5
Somewhat Negative	1.4	2.1
Very Negative	2.2	1.3
No Impression	55.0	50.8
Unsure (Not read)	1.3	0.4

Q7. And do you know where the Super Bowl is being played/was played this year? (List was not read.)

	Pre-Game %	Post-Game %
Indianapolis	41.3	59.8
Indiana generally	1.8	1.8
Other (Not read)	5.4	4.5
Unsure/No (Not read)	51.5	34.0

Q8. And will you/did you watch. . .

	Pre-Game %	Post-Game %
All	45.8	41.9
Part	26.9	33.3
None of the Super Bowl this Sunday	24.6	24.8
Unsure/Depends (Not read)	2.7	0.0

Q9. And, compared to other Super Bowls, how would you rate this game? Was it . . . (Of those who watched the Super Bowl, n=380)

	%
One of the best ever	16.6
Better than average	34.6
About average	31.6
Below average	7.5
One of the worst ever	2.8
Unsure (Not read)	6.8

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

Q10. Please stop me when I reach the category closest to your household's total annual income . . .

	Pre-Game %	Post-Game %
Less than \$20,000	18.1	17.9
\$20 to 40,000	15.0	21.8
\$40 to 60,000	19.4	19.6
\$60 to 80,000	13.6	9.8
\$80 to 100,000	8.5	9.8
More than \$100,000	18.7	15.3
Refused (Not read)	6.6	5.8

Thanks for your time and your opinion counts, goodbye.

11. GENDER (BY OBSERVATION)

	Pre-Game %	Post-Game %
Male	45.5	49.1
Female	54.5	50.9

12. TIME ZONE (FROM AREA CODE ON SAMPLE)

	Pre-Game %	Post-Game %
East	45.5	48.3
Central	29.6	29.3
Mountain	6.9	5.8
Pacific	18.0	16.6

13. AREA (FIPS CODES FROM SAMPLE)

	Pre-Game %	Post-Game %
South	33.9	35.6
Midwest	25.9	24.5
West	24.6	22.0
Northeast	15.5	17.9

14. AREA TYPE

	Pre-Game %	Post-Game %
Urban	40.4	39.3
Suburban	20.7	13.8
Rural	24.1	26.9
Not reported	14.7	20.0