

# CERC Super Bowl 47 Study: New Orleans Scores Big

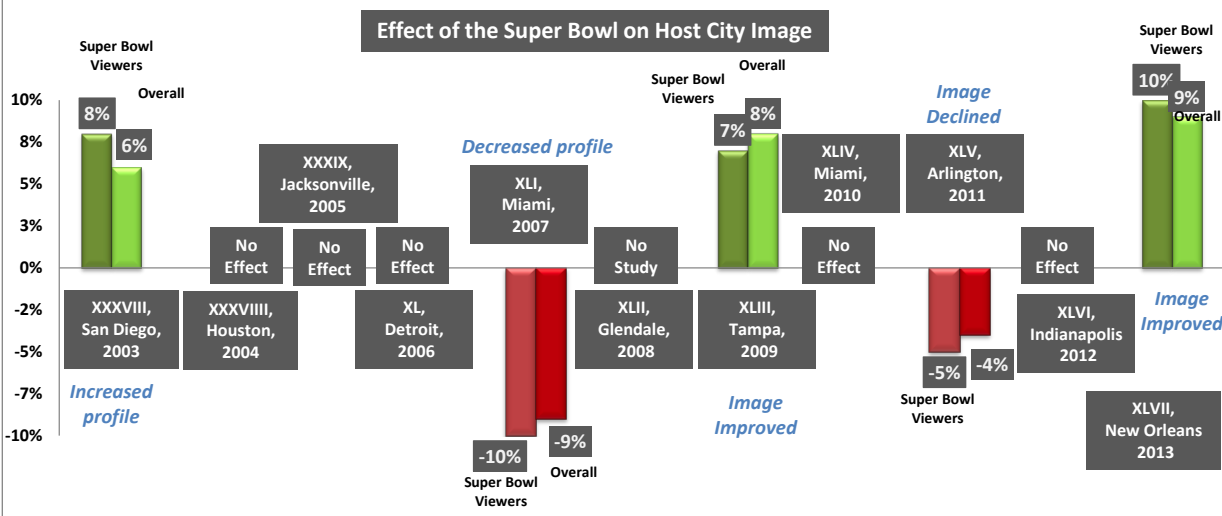
Thursday, February 9, 2012  
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Even with a 34 minute power outage, New Orleans scored big in the eyes of Americans as the host of Super Bowl 47. Competitive Edge Research’s study of the Super Bowl’s effect on the Crescent City shows that it gained a higher profile and its image improved substantially. Prior to the game only 48 percent of Americans had an opinion of New Orleans, and that climbed to 58 percent afterwards. More importantly, all of that increased visibility was favorable: one-third of Americans had positive impressions of the city before the Super Bowl and now that has climbed to 42 percent. Competitive Edge’s President John Nienstedt said that, “New Orleans was mentioned 21 times during the broadcast, which is quite a lot as Super Bowls go, and *none* of the chatter was negative.” He believes the city overcame any outage-related stigma because announcers Jim Nantz and Phil Simms never blamed the problem on the Superdome or the city.

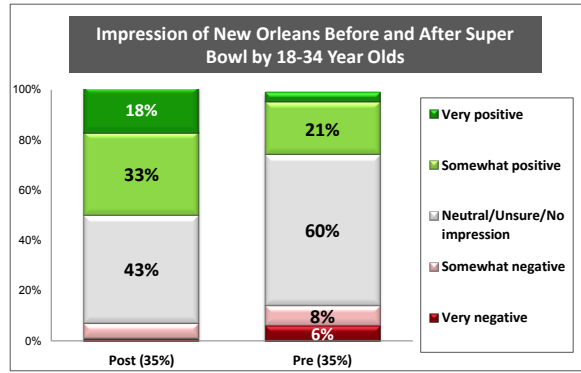
The survey shows that it was clearly the Super Bowl that pushed New Orleans higher. Opinions among those who did not watch the Super Bowl did not move significantly. It was a different story among viewers, as very positive impressions rose 6 percent and moderately positive impressions rose another 3 percent among them.

Impressions of New Orleans Before and After Super Bowl	Didn't watch		Will watch/Watched	
	Pre-Game (35%)	Post-Game (23%)	Pre-Game (65%)	Post-Game (77%)
Very Positive	7	4	17	20
Somewhat Positive	17	18	25	28
Neutral/Unsure/No impression	59	67	53	40
Somewhat Negative	14	8	4	9
Very Negative	4	3	5	3

This is the third time since 2003 that the Super Bowl has been documented to improve impressions of the host city, and New Orleans benefitted the most. The big game has twice had a detrimental effect on the host due to snow storms and rain storms.



Impressions of New Orleans improved significantly for women and among those in the South and West. However, the most striking rise in opinions came from Americans under the age of 35. Post-Super Bowl, 25 percent more 18 to 34 year-olds now have favorable impressions of New Orleans.



Founded in 1987, Competitive Edge Research & Communication (CERC) is a national public opinion research firm specializing in civic, political and public affairs polling. Its annual Super Bowl study is conducted as part of CERC's on-going civic research. Competitive Edge's professional interviewers conduct pre-game and post-game surveys using random digit dial sampling with a total sample size of approximately 1,000 English-speaking adult US residents. Survey results following the Super Bowl are compared to those from before the game to measure how the game influences the nation's impression of the host city. The margin of sampling error for each survey is +/- 4.4%.