

CERC Super Bowl 44 Study

No Image Boost for Host City Miami
 America says New Orleans is Back
 The Who are Halftime Hit

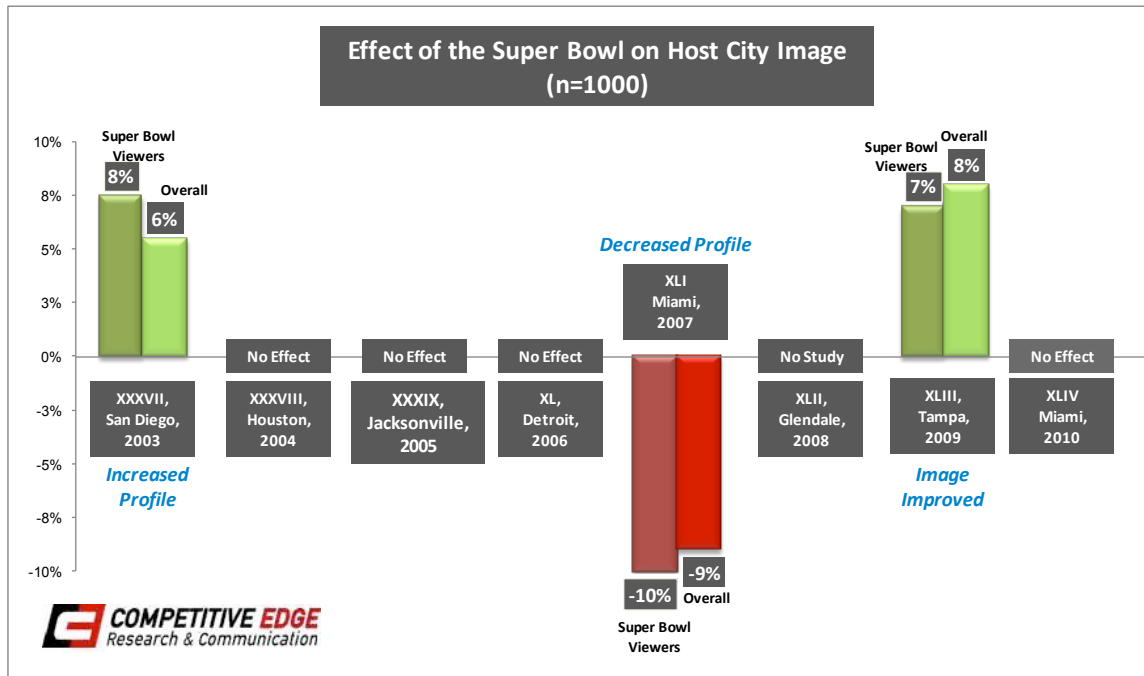
February 22, 2010

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Civic boosters tend to argue that hosting a Super Bowl will deliver an image boost that the host city can parlay into more tourism and business opportunities. Sometimes a host city's profile is raised as the nation's eyes are cast upon it. That was the case for San Diego in 2003 and Tampa Bay last year. But Competitive Edge's Super Bowl 44 Study shows that Miami joined the ranks of Houston, Jacksonville and Detroit as it received no significant image enhancement after hosting the game. The minor differences between this year's pre-game and post-game impressions of Miami could well be due to chance.

At least that's an improvement compared to what happened last time the game was played in Miami: a rain storm produced a scenario in which Miami took a step backward by hosting the Super Bowl.

Impression of Miami, FL	All Americans		Super Bowl Viewers	
	Pre-Game	Post-Game	Pre-Game	Post-Game
Very Positive	10%	11%	11%	13%
Somewhat Positive	18	20	19	22
Neutral/Unsure	3	2	4	2
Somewhat Negative	12	15	12	15
Very Negative	9	7	9	6
No Impression	48	45	45	42

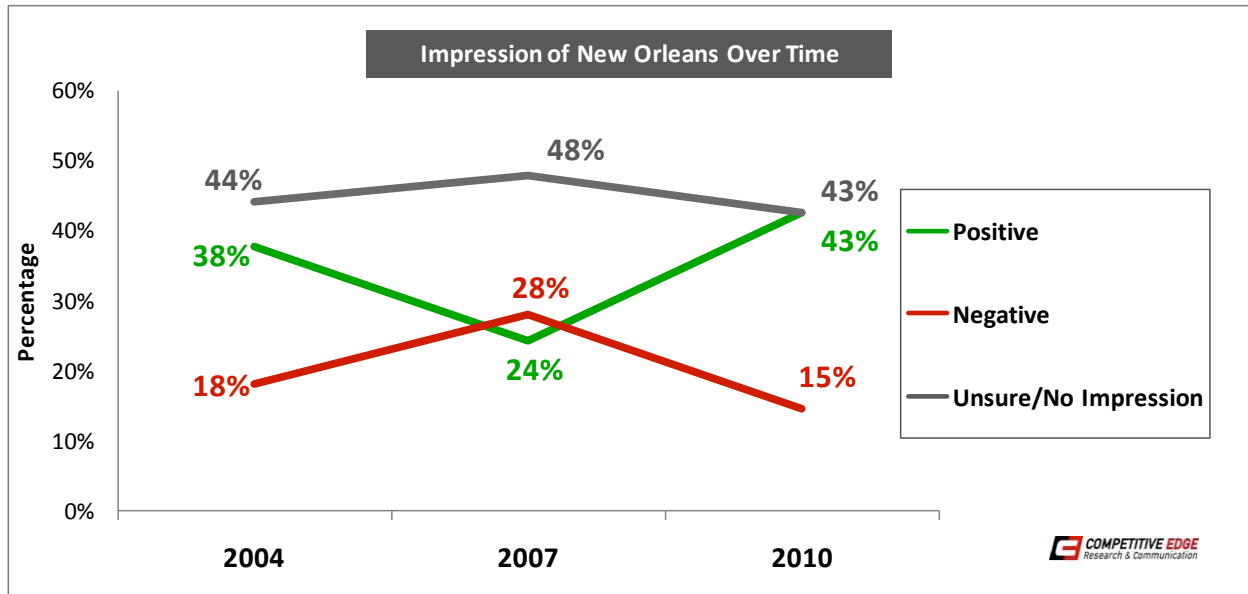


John Nienstedt, President of Competitive Edge Research, is fairly certain he knows why some cities succeed yet others fail. "Did you ever hear the game's announcers compliment Miami? They mentioned the host city only four times during the three hour broadcast and not one remark was positive. The viewers saw the stadium but never saw beautiful shots of the city as they did when San Diego and Tampa hosted." Previous Competitive Edge studies have shown that positive mentions during the game and pictures of

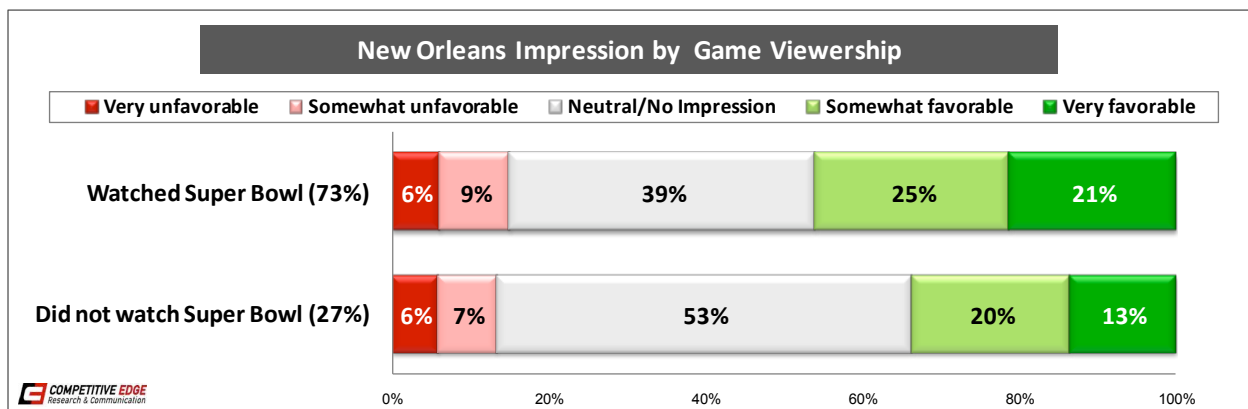
pretty views seem to increase the host city's exposure by seven percent. That translates into making the city more attractive to over eight million Americans. "The Super Bowl has that kind of muscle," says Nienstedt, "it just doesn't get flexed every year."

America says New Orleans is Back

Although Miami came up short, the Super Bowl champion Saints may have brought the city of New Orleans back to its pre-Katrina stature. Before the hurricane, a 2004 Competitive Edge Research survey showed that national perceptions of the city were far more positive than negative. Then Katrina hit and in 2007 the city's image was in shambles. New Orleans' image turnaround since then has been dramatic. Now, in the wake of a stirring Super Bowl victory, Americans like New Orleans again. Its image is probably even better than it was before the disaster.

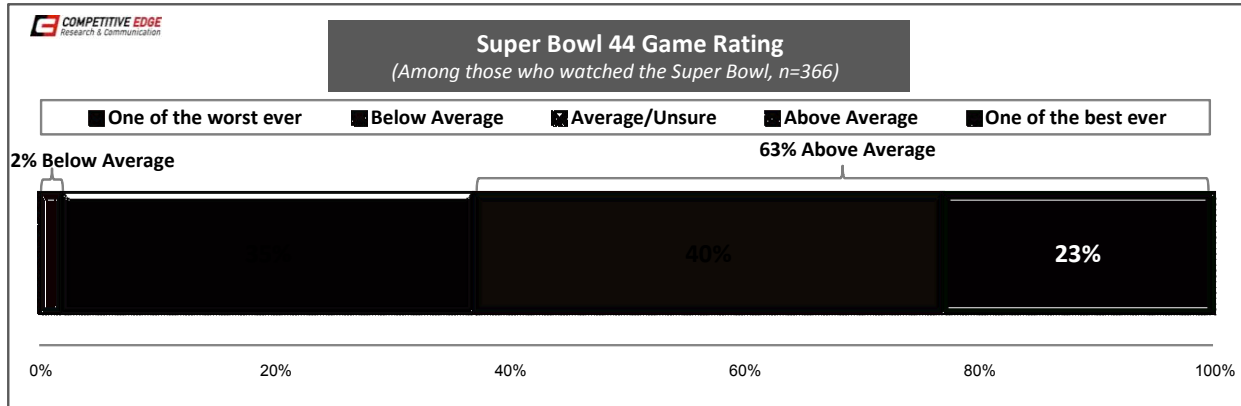


The survey cannot trace New Orleans' image bump specifically to the Super Bowl. It may be that the team's success throughout the season or some other factor contributed to the city's resurgence. But the study does find that those who watched the big game report significantly better impressions of the Crescent City than those who did not tune in.



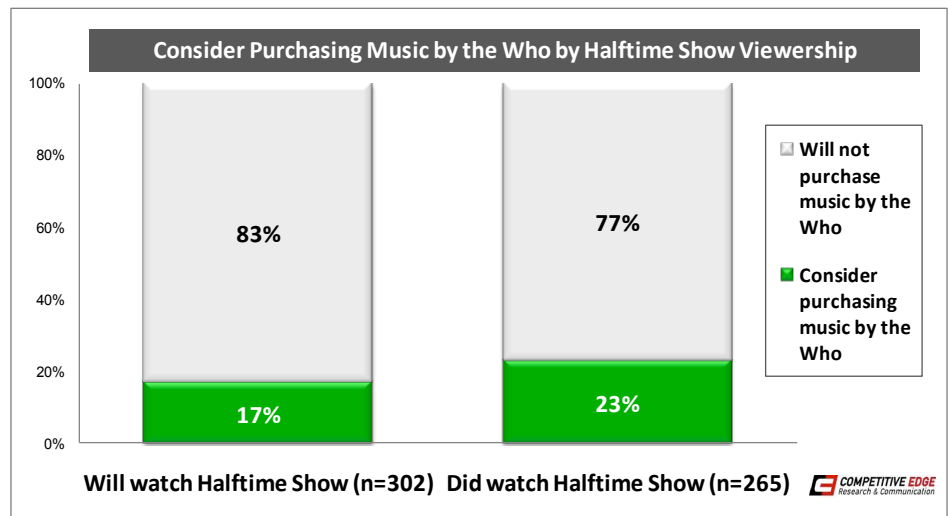
Twenty-three percent of Americans who watched the game rate Super Bowl 44 as one of the best ever. That makes this year's big game not quite as compelling as the 2009 Super Bowl when thirty-six percent

rated the Pittsburgh Steelers' win over the Arizona Cardinals as one of the best ever. Another forty percent feel this year's game was an above average Super Bowl.

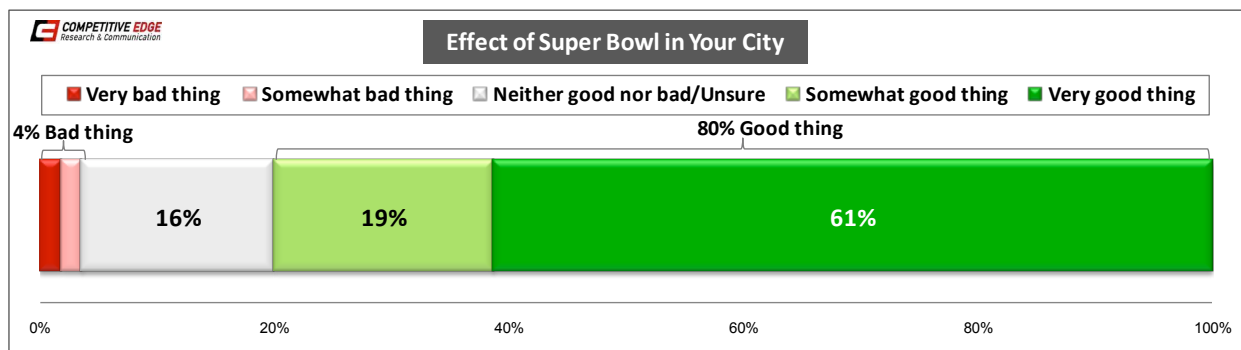


The Who are Halftime Hit

Well over half of the Super Bowl audience watched the halftime show and aging rockers The Who certainly raised their profile with a 12 minute set. Among those who, prior to the game, said they would watch the halftime act, thirty-two percent said they had no impression of the band. Afterwards, only sixteen percent of those who actually watched the show had no opinion of The Who. That dramatic increase in profile may lead to a few more album sales or downloads. The Who released a live recording of their hits three weeks prior to their performance. The study finds that the halftime show probably moved about six percent of the viewers to consider purchasing an offering from the band.



Americans overwhelmingly believe that hosting a Super Bowl would be a good thing for their city. That belief gets even stronger among middle income and upper income earners.



CERC Super Bowl Impact Study

n=1005 Adult US Residents (503 Pre-Game Respondents + 502 Post-Game Respondents)

RDD

February 1-10, 2010

Margin of Sampling Error +/- 3.1%

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 or town you reside in, which U.S. city is your favorite?

Currently being coded.

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

	Pre-Game %	Post-Game %
Very Positive	10.3	10.8
Somewhat Positive	17.8	19.9
Neutral (<i>Not read</i>)	2.3	1.8
Somewhat Negative	12.4	15.3
Very Negative	9.2	7.1
No Impression	47.5	44.5
Unsure (<i>Not read</i>)	0.6	0.5

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?

	Post-Game %
Very Positive	7.7
Somewhat Positive	14.2
Neutral (<i>Not read</i>)	1.0
Somewhat Negative	3.3
Very Negative	2.0
No Impression	71.2
Unsure (<i>Not read</i>)	0.5

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?

	2004 %	2007 %	Post-Game 2010 %
Very Positive	19.5	9.3	18.9
Somewhat Positive	18.3	14.9	23.7
Neutral (<i>Not read</i>)	3.8	3.0	1.8
Somewhat Negative	10.7	13.6	8.5
Very Negative	7.4	14.4	6.1
No Impression	40.4	43.7	40.4
Unsure (<i>Not read</i>)	0.0	1.2	0.5

Q5. Do you currently have a positive or negative impression of Arlington, Texas or do you have no impression of Arlington, Texas at this time?

	Pre-Game %
Very Positive	5.0
Somewhat Positive	8.8
Neutral (<i>Not read</i>)	0.4
Somewhat Negative	2.7
Very Negative	2.6
No Impression	80.0
Unsure (<i>Not read</i>)	0.5

Q6. And please tell me whether or not you have heard of the rock band The Who and, if so, whether your impression of them is favorable or unfavorable.

	Pre-Game %	Post-Game %
Very Favorable	23.6	25.1
Somewhat Favorable	24.9	28.2
Somewhat Unfavorable	6.2	8.9
Very Unfavorable	2.6	6.2
Heard, Unsure	17.7	14.0
Not heard	24.9	17.6

Q7. And how likely is it that you will buy an album by The Who or a song of theirs in the next week or two. Will you . . . (*Choices were alternated*)

	Pre-Game %	Post-Game %
Definitely buy	2.0	0.6
Probably buy	3.9	3.1
Maybe buy	7.2	11.8
Definitely not buy	85.9	84.2
Unsure (<i>Not read</i>)	1.0	0.3

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

	Pre-Game %	Post-Game %
All	48.9	40.0
Part	28.4	33.1
None of the Super Bowl this Sunday?	20.9	26.4
Unsure/Depends (<i>Not read</i>)	1.9	0.4

Q9. And, compared to other Super Bowls, how would you rate this game? Was it . . . (*Asked of those who watched the Super Bowl, n=366*)

	%
One of the best ever	23.1
Better than average	39.9
About average or	27.6
Below average	1.8
Unsure (<i>Not read</i>)	7.6

Q10. And (will/did) you watch . . . (*Asked of those who say they will/did watch the Super Bowl*)

	Pre-Game (n=387) %	Post-Game (n=365) %
All	47.4	31.9
Part	28.8	28.8
None of the Super Bowl halftime show?	18.8	37.4
Unsure/Depends (<i>Not read</i>)	5.0	0.4
Refused (<i>Not read</i>)	0.0	1.5

Q10. And let's suppose that your city or the city nearest you with a football stadium hosted next year's Super Bowl, do you think that would be a good thing or a bad thing for the city or neither good nor bad?

	Pre-Game %	Post-Game %
Very good thing	63.4	58.8
Somewhat good thing	16.2	21.0
Neither good nor bad	12.2	10.8
Somewhat bad thing	0.7	2.8
Very bad thing	1.9	1.9
Unsure (<i>Not read</i>)	5.2	4.6
Refused (<i>Not read</i>)	0.4	0.2

Thanks. Now I have just a few demographic questions to ensure a representative sample...

Q12. Please stop me when I reach your general age category. Is it . . .

	%
18 to 24	5.0
25 to 34	10.4
35 to 44	14.0
45 to 54	21.7
55 to 64	21.7
65 to 74 or	13.3
75 and older?	13.2
Refused (<i>Not read</i>)	0.8

Q13. Please stop me when I reach the category closest to your household's total annual income . . .

	%
Under \$20,000	13.0
\$20 to 40,000	21.1
\$40 to 60,000	17.5
\$60 to 80,000	14.7
\$80 to 100,000	9.8
Over \$100,000	14.0
Refused (<i>Not Read</i>)	9.9

Thanks for your time and your opinion counts, goodbye.

14. GENDER (BY OBSERVATION)

	%
Male	46.1
Female	53.9

15. TIME ZONE (FROM SAMPLE)

	%
Eastern	47.9
Central	29.1
Mountain	7.0
Pacific	16.1

16. AREA TYPE (FROM SAMPLE)

	%
Urban	57.0
Suburban	19.2
Rural	23.8

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.