

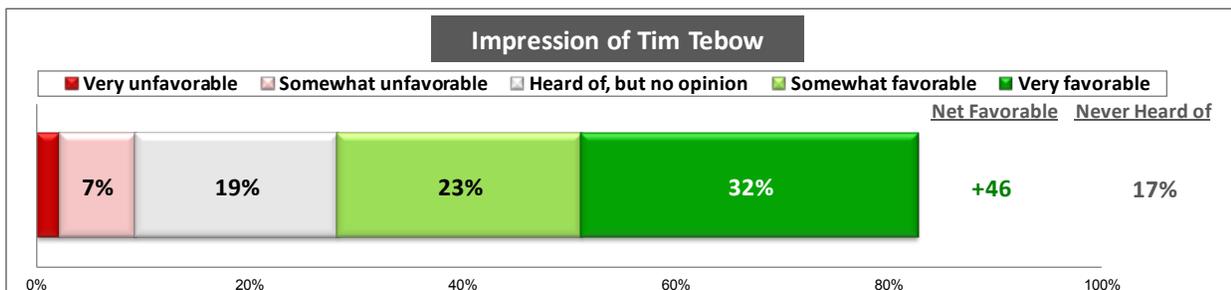
The Real Tim Tebow

Monday, February 20, 2012

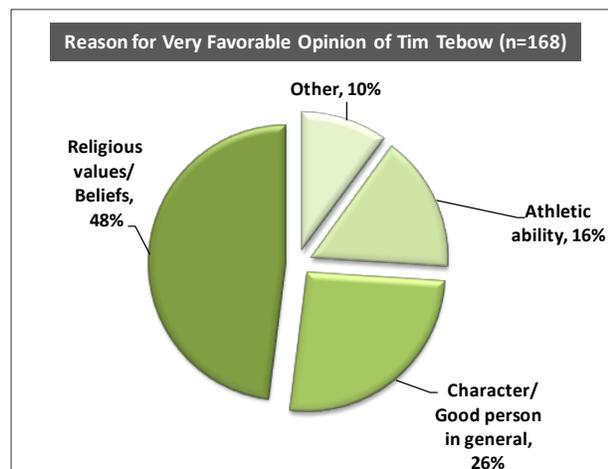
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This analysis is based on the results from our survey of 503 randomly selected American adults. It was conducted as part of Competitive Edge Research's national omnibus survey January 30 through February 2.

(Almost) Everyone likes Tim Tebow. Dispelling an apparently media-fueled myth, Tim Tebow is not a controversial figure. He has the kind of popularity that President Obama and any Republican who challenges him would die for. More than half of all Americans hold favorable opinions of Tebow, one-third love him and only 8% are unhappy with the Broncos quarterback. Tebow is a feel good story.



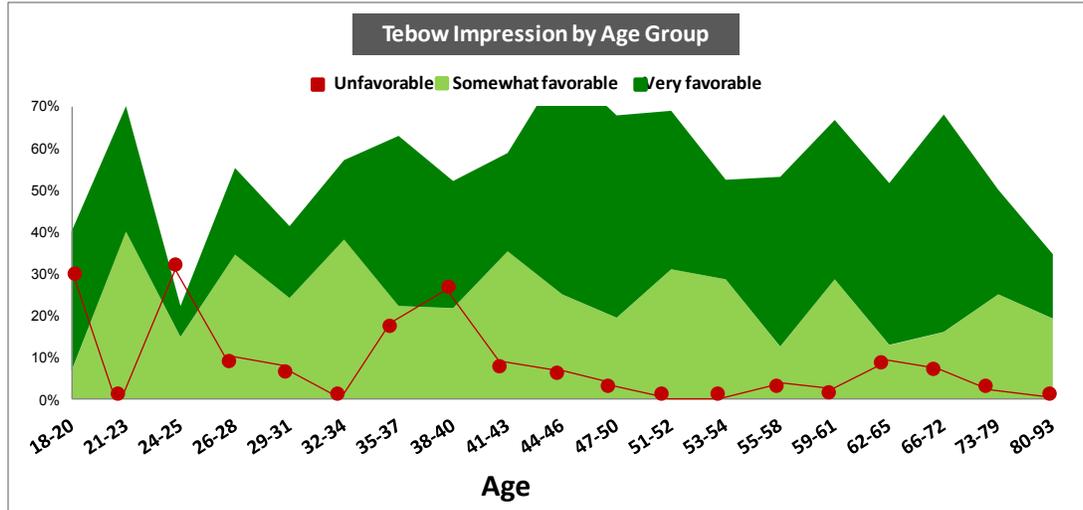
Why the love for Tebow? His overt display of religion is a big part of his popularity. Half those with very favorable impressions of Tebow say they like him for his religious values and beliefs. One big factor for these staunch Tebow fans is the belief that he demonstrates courage. As a 73 year old woman from North Carolina put it "I appreciate that he's willing to confess the Lord, in front of everybody; and he's not ashamed to be a Christian." Another quarter of Tebow's charm is rooted in his character and the feeling that he is a good person in general.



In a clear indication that Tebow's image has transcended football, relatively few of his biggest supporters like him mainly for his athletic ability. Still, there is the feeling that, as one middle-aged female from Alabama declared, "He is a damn good quarterback."

Is it jealousy, envy, or something else? Actually, there is one segment of the population that is not enthused about Tebow: his peers. No, we're not referring to his professional comrades on the gridiron. Tebow turns 25 this coming August and our national survey shows that 24 and 25 year-olds are not

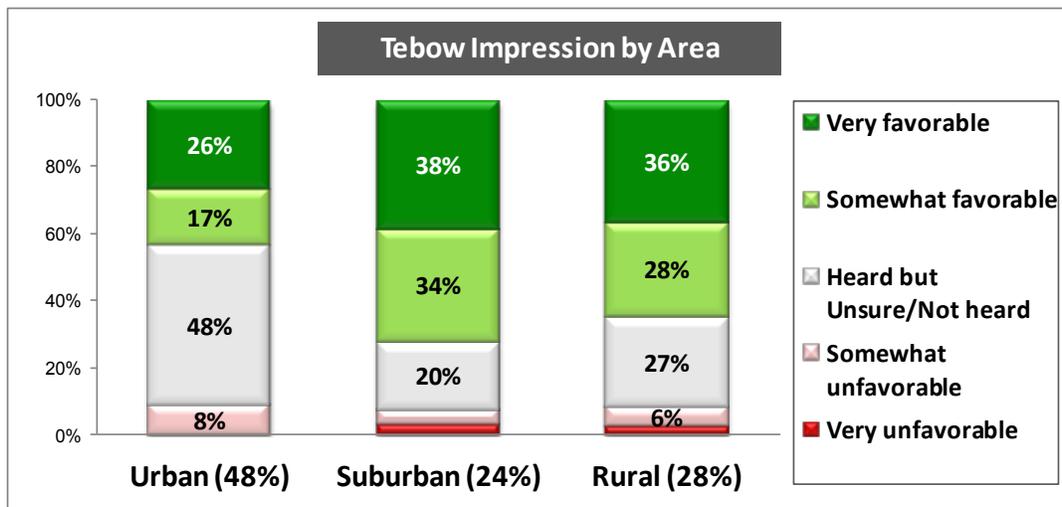
down with Tebow-mania. In fact, a chart of Tebow's popularity by age group shows what amounts to a gully of disapproval among his



own age cohort. While 22% of 24 and 25 year-olds express positive feelings toward Tebow, only 7% view him very favorably. On the other hand, one-third in that age range *dislike* him and 19% dislike him a lot.

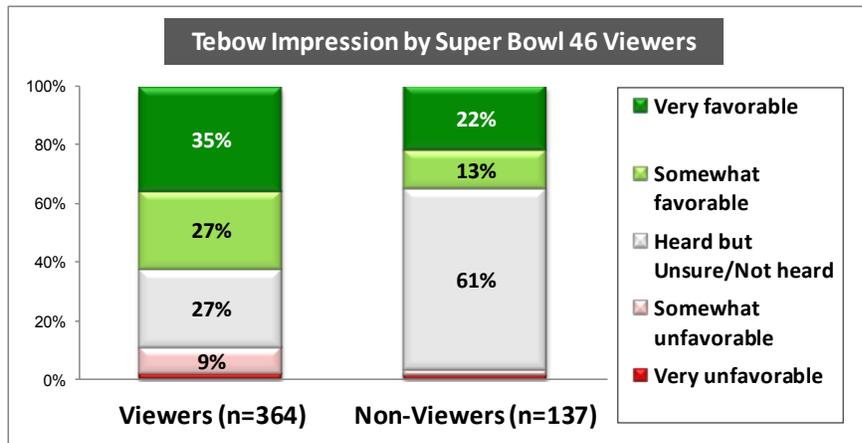
A few naysayers. The survey also shows that, although it cuts relatively few Americans the wrong way, Tebow's Christianity can be a double-edged sword for him. About one-third of those who really dislike the man point to his religion. Another third of Tebow's detractors just do not think he is a good football player, and the rest might not like his Broncos team or resent the fact that he is in the media spotlight.

Tebow's strength is outside the big cities. The survey also shows that Americans in urban areas are far less likely to have a clear picture of Tebow than those in suburban and rural areas.



It is not as if those in the cities dislike the quarterback, it is just that nearly half do not know enough about him to form an opinion.

Better known and better liked by football fans. The idea that football fans are somehow less excited about Tim Tebow is completely debunked by CERC's survey. Sixty-one percent of those who watched Super Bowl 46 view him positively and 35% have very favorable impressions of Tebow. While he is not a complete unknown to those with no interest in the NFL, only about 40% of them have an opinion about Tebow. While his image may transcend football, Tebow's public persona is a product of the sport.



Founded in 1987, Competitive Edge Research & Communication (CERC) is a national public opinion research firm specializing in civic, political and public affairs polling. This national study is conducted as part of CERC's on-going civic research.