

Pure Demographics:

		AGE							GENDER		SURVEY		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	Pre	Post	
POLITICAL PARTY	Strong Democrat	20%	14%	11%	23%	32%	26%	25%	15%	27%	18%	24%	21%
	Not a strong Democrat	26%	20%	17%	13%	10%	13%	12%	16%	16%	20%	12%	16%
	Unsure/Independent	20%	25%	26%	30%	27%	27%	28%	30%	22%	23%	29%	26%
	Not a strong Republican	17%	18%	19%	16%	12%	9%	10%	17%	14%	15%	15%	15%
	Strong Republican	16%	22%	27%	19%	19%	25%	26%	22%	21%	24%	19%	22%
Total	n=	70	77	132	163	200	176	157	470	505	488	487	975
INCOME	<\$20K	33%	20%	10%	17%	16%	22%	25%	21%	18%	18%	20%	19%
	\$20 to 40K	29%	29%	14%	19%	22%	26%	36%	19%	28%	20%	27%	24%
	\$40 to 60K	14%	17%	16%	17%	18%	26%	20%	17%	18%	18%	17%	17%
	\$60 to 80K	11%	17%	18%	12%	16%	16%	9%	17%	12%	17%	12%	15%
	\$80 to 100K	5%	11%	15%	10%	10%	3%	5%	10%	9%	10%	9%	9%
	>\$100K	9%	7%	27%	25%	18%	8%	4%	16%	15%	16%	15%	16%
Total	n=	69	80	124	157	188	152	117	437	450	440	447	887

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

		AGE							GENDER		SURVEY		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	Pre	Post	
TIME ZONE	Eastern	53%	59%	43%	43%	45%	50%	47%	46%	51%	49%	48%	48%
	Central	21%	27%	41%	32%	37%	31%	33%	33%	31%	32%	32%	32%
	Mountain	4%	5%	7%	9%	2%	6%	8%	5%	6%	5%	6%	6%
	Pacific	23%	9%	10%	15%	16%	13%	12%	16%	12%	14%	14%	14%
Total	n=	74	81	135	169	207	182	158	481	525	504	502	1006
CENSUS DIVISION	New England	6%	1%	5%	6%	4%	5%	7%	4%	6%	5%	4%	5%
	Middle Atlantic	6%	12%	10%	9%	11%	10%	12%	9%	10%	10%	10%	10%
	East North Central	18%	29%	17%	15%	17%	16%	18%	21%	17%	19%	19%	19%
	West North Central	5%	10%	14%	11%	10%	8%	10%	10%	10%	10%	10%	10%
	South Atlantic	27%	19%	17%	19%	21%	22%	18%	19%	22%	20%	20%	20%
	East South Central	6%	6%	8%	6%	10%	12%	4%	7%	7%	8%	7%	7%
	West South Central	5%	10%	14%	9%	10%	7%	12%	9%	10%	9%	10%	10%
	Mountain	5%	7%	7%	10%	3%	7%	8%	6%	7%	6%	7%	7%
Pacific	22%	8%	10%	15%	15%	12%	12%	15%	11%	13%	13%	13%	
Total	n=	74	81	135	169	207	182	158	481	525	504	502	1006

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

		SURVEY		Total
		Pre	Post	
AGE	18-24	13%	14%	14%
	25-34	19%	18%	18%
	35-44	23%	12%	18%
	45-54	18%	20%	19%
	55-64	13%	17%	15%
	65-74	7%	10%	9%
	75+	7%	9%	8%
Total	n=	504	502	1006
GENDER	Male	51%	51%	51%
	Female	49%	49%	49%
Total	n=	504	502	1006

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

		POLITICAL PARTY					INCOME						Total
		Strong Democrat	Not a strong Democrat	Unsure/ Independent	Not a strong Republican	Strong Republican	<\$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	>\$100K	
AGE	18-24	13%	22%	10%	15%	10%	24%	17%	12%	11%	7%	8%	14%
	25-34	13%	22%	18%	22%	19%	20%	24%	19%	23%	23%	9%	18%
	35-44	10%	19%	18%	22%	22%	10%	11%	16%	22%	28%	31%	18%
	45-54	21%	15%	21%	19%	16%	16%	16%	19%	16%	21%	30%	19%
	55-64	23%	9%	15%	11%	13%	12%	13%	15%	16%	16%	17%	15%
	65-74	11%	7%	9%	5%	10%	9%	9%	12%	9%	2%	4%	9%
	75+	10%	6%	9%	5%	10%	8%	10%	7%	4%	3%	2%	8%
Total	n=	227	138	261	132	217	172	212	166	126	75	136	1006
GENDER	Male	37%	52%	59%	56%	53%	56%	43%	51%	62%	54%	54%	51%
	Female	63%	48%	41%	44%	47%	44%	57%	49%	38%	46%	46%	49%
Total	n=	227	138	261	132	217	172	212	166	126	75	136	1006
SURVEY	Pre	45%	64%	46%	52%	57%	49%	44%	54%	59%	54%	53%	52%
	Post	55%	36%	54%	48%	43%	51%	56%	46%	41%	46%	47%	48%
Total	n=	227	138	261	132	217	172	212	166	126	75	136	1006

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

		POLITICAL PARTY					INCOME						Total
		Strong Democrat	Not a strong Democrat	Unsure/ Independent	Not a strong Republican	Strong Republican	<\$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	>\$100K	
TIME ZONE	Eastern	47%	53%	47%	54%	44%	49%	58%	46%	53%	50%	36%	48%
	Central	35%	28%	33%	26%	34%	28%	23%	33%	31%	34%	44%	32%
	Mountain	4%	6%	6%	5%	8%	7%	4%	7%	8%	6%	3%	6%
	Pacific	13%	13%	14%	14%	14%	15%	14%	15%	9%	10%	17%	14%
Total	n=	227	138	261	132	217	172	212	166	126	75	136	1006
CENSUS DIVISION	New England	2%	5%	9%	4%	2%	3%	5%	4%	5%	7%	5%	5%
	Middle Atlantic	11%	15%	6%	11%	8%	10%	9%	10%	13%	16%	6%	10%
	East North Central	14%	21%	18%	25%	18%	17%	20%	26%	20%	15%	15%	19%
	West North Central	12%	6%	11%	11%	11%	9%	7%	9%	11%	12%	13%	10%
	South Atlantic	24%	15%	22%	18%	21%	22%	22%	17%	19%	20%	19%	20%
	East South Central	7%	11%	4%	9%	7%	7%	10%	6%	8%	5%	5%	7%
	West South Central	13%	8%	9%	3%	11%	10%	8%	8%	7%	8%	15%	10%
	Mountain	7%	6%	6%	5%	9%	8%	6%	8%	8%	6%	3%	7%
Pacific	11%	13%	14%	14%	12%	14%	13%	14%	9%	9%	17%	13%	
Total	n=	227	138	261	132	217	172	212	166	126	75	136	1006

Competitive Edge Research & Communication, Inc.
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 San Diego, CA 92101

Pure Demographics:

		INCOME						Total
		<\$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	>\$100K	
POLITICAL PARTY	Strong Democrat	25%	23%	23%	15%	15%	17%	21%
	Not a strong Democrat	20%	14%	17%	17%	19%	15%	16%
	Unsure/Independent	26%	30%	22%	27%	17%	23%	26%
	Not a strong Republican	9%	15%	15%	19%	25%	18%	15%
	Strong Republican	20%	18%	23%	23%	24%	26%	22%
Total	n=	165	209	163	123	73	133	975

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

		TIME ZONE				CENSUS DIVISION									
		Eastern	Central	Mountain	Pacific	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	Total
AGE	18-24	15%	9%	9%	23%	17%	9%	13%	7%	19%	11%	8%	10%	23%	14%
	25-34	22%	16%	17%	12%	5%	22%	28%	18%	18%	15%	18%	19%	11%	18%
	35-44	16%	23%	21%	12%	18%	17%	16%	25%	15%	19%	25%	18%	13%	18%
	45-54	17%	19%	30%	21%	26%	17%	15%	20%	18%	17%	18%	28%	21%	19%
	55-64	14%	17%	5%	17%	12%	16%	13%	15%	15%	19%	15%	6%	17%	15%
	65-74	9%	9%	8%	8%	10%	9%	7%	7%	10%	15%	6%	10%	8%	9%
	75+	8%	8%	10%	7%	12%	10%	7%	8%	7%	4%	9%	9%	7%	8%
Total	n=	477	332	57	140	51	102	176	101	204	78	97	65	132	1006
GENDER	Male	49%	53%	48%	58%	40%	48%	56%	54%	47%	51%	48%	47%	59%	51%
	Female	51%	47%	52%	42%	60%	52%	44%	46%	53%	49%	52%	53%	41%	49%
Total	n=	477	332	57	140	51	102	176	101	204	78	97	65	132	1006
SURVEY	Pre	53%	52%	50%	52%	58%	51%	52%	51%	52%	56%	50%	50%	53%	52%
	Post	47%	48%	50%	48%	42%	49%	48%	49%	48%	44%	50%	50%	47%	48%
Total	n=	477	332	57	140	51	102	176	101	204	78	97	65	132	1006

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

		TIME ZONE				CENSUS DIVISION									
		Eastern	Central	Mountain	Pacific	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	Total
POLITICAL PARTY	Strong Democrat	20%	23%	15%	20%	9%	23%	16%	23%	24%	21%	28%	20%	18%	21%
	Not a strong Democrat	18%	14%	16%	16%	18%	25%	18%	10%	12%	25%	14%	14%	17%	16%
	Unsure/Independent	25%	27%	26%	27%	48%	17%	25%	29%	28%	14%	26%	25%	28%	26%
	Not a strong Republican	17%	13%	14%	16%	13%	18%	20%	16%	13%	19%	5%	12%	17%	15%
	Strong Republican	20%	23%	29%	22%	11%	17%	21%	22%	22%	21%	26%	30%	21%	22%
Total	n=	460	323	57	135	50	97	170	101	198	74	93	65	127	975
INCOME	<\$20K	19%	18%	23%	21%	14%	19%	17%	17%	21%	18%	21%	23%	21%	19%
	\$20 to 40K	28%	17%	18%	24%	26%	21%	25%	17%	26%	32%	20%	22%	23%	24%
	\$40 to 60K	16%	18%	21%	19%	13%	17%	23%	16%	15%	14%	14%	21%	18%	17%
	\$60 to 80K	16%	14%	20%	10%	15%	19%	15%	17%	14%	17%	10%	17%	10%	15%
	\$80 to 100K	9%	10%	9%	7%	15%	15%	7%	12%	9%	7%	8%	9%	7%	9%
	>\$100K	12%	22%	8%	19%	17%	10%	13%	22%	15%	12%	26%	7%	21%	16%
Total	n=	431	284	48	124	46	94	160	84	178	68	85	55	117	887

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

		TIME ZONE				Total
		Eastern	Central	Mountain	Pacific	
CENSUS DIVISION	New England	10%	0%	0%	0%	5%
	Middle Atlantic	20%	0%	0%	0%	10%
	East North Central	23%	24%	0%	0%	19%
	West North Central	0%	31%	0%	0%	10%
	South Atlantic	41%	2%	0%	0%	20%
	East South Central	6%	13%	0%	0%	7%
	West South Central	0%	30%	0%	0%	10%
	Mountain	0%	0%	100%	6%	7%
	Pacific	0%	0%	0%	94%	13%
Total	n=	477	332	57	140	1006

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Super Bowl Viewership-- Demographics:

		AGE							GENDER		SURVEY		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	Pre	Post	
AMOUNT OF SUPER BOWL WATCHED	None/Unsure	20%	29%	21%	23%	31%	37%	35%	23%	31%	27%	26%	27%
	Some	28%	21%	36%	30%	30%	25%	30%	25%	33%	26%	32%	29%
	All	52%	51%	42%	47%	38%	38%	35%	52%	37%	47%	41%	44%
Total	n=	74	81	135	169	207	182	158	481	525	504	502	1006
NUMBER OF PEOPLE WATCHING SUPER BOWL TOGETHER	None	2%	5%	4%	7%	9%	14%	26%	9%	5%	7%	7%	7%
	1	6%	12%	9%	16%	23%	39%	25%	15%	17%	13%	19%	16%
	2	6%	8%	17%	19%	13%	11%	12%	13%	12%	15%	10%	13%
	3-5	22%	28%	19%	22%	20%	18%	13%	20%	23%	22%	20%	21%
	6-10	30%	18%	29%	16%	19%	11%	5%	19%	22%	19%	22%	20%
	11-20	22%	15%	13%	12%	6%	5%	6%	14%	11%	12%	13%	13%
	Over 20	7%	10%	8%	6%	4%	2%	3%	6%	6%	6%	6%	6%
	Unsure	6%	4%	2%	1%	6%	2%	11%	4%	4%	5%	2%	4%
Total	n=	63	59	109	132	146	118	105	378	354	372	360	732
SUPER BOWL VIEWING LOCATION	Your home	40%	52%	59%	71%	75%	79%	80%	61%	65%	62%	63%	63%
	Someone else's home	48%	39%	32%	22%	18%	18%	11%	30%	29%	28%	32%	30%
	A bar or lounge	5%	5%	3%	3%	2%	0%	1%	4%	2%	4%	2%	3%
	A restaurant	0%	2%	0%	1%	0%	0%	0%	0%	1%	0%	1%	1%
	Somewhere else	5%	2%	2%	1%	3%	2%	5%	3%	2%	3%	2%	3%
	Unsure	1%	0%	4%	1%	1%	1%	3%	2%	1%	3%	0%	1%
Total	n=	63	59	109	132	146	118	105	378	354	372	360	732

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Super Bowl Viewership-- Demographics:

		POLITICAL PARTY					INCOME						Total
		Strong Democrat	Not a strong Democrat	Unsure/ Independent	Not a strong Republican	Strong Republican	<\$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	>\$100K	
AMOUNT OF SUPER BOWL WATCHED	None/Unsure	31%	28%	28%	21%	20%	43%	29%	16%	23%	17%	17%	27%
	Some	26%	22%	30%	34%	32%	18%	27%	34%	29%	25%	38%	29%
	All	44%	50%	42%	45%	48%	39%	43%	49%	48%	58%	45%	44%
Total	n=	227	138	261	132	217	172	212	166	126	75	136	1006
NUMBER OF PEOPLE WATCHING SUPER BOWL TOGETHER	None	6%	8%	11%	8%	5%	9%	12%	6%	8%	2%	2%	7%
	1	19%	11%	19%	10%	17%	13%	14%	16%	14%	12%	21%	16%
	2	12%	15%	11%	8%	17%	9%	10%	7%	21%	19%	15%	13%
	3-5	24%	14%	20%	23%	24%	28%	15%	33%	23%	13%	16%	21%
	6-10	18%	28%	15%	25%	19%	21%	23%	24%	13%	25%	19%	20%
	11-20	12%	17%	12%	13%	10%	9%	14%	9%	12%	23%	16%	13%
	Over 20	5%	5%	7%	9%	6%	5%	8%	6%	7%	5%	8%	6%
	Unsure	5%	2%	4%	4%	3%	7%	6%	0%	2%	2%	3%	4%
Total	n=	156	99	188	104	167	92	152	132	102	62	115	732
SUPER BOWL VIEWING LOCATION	Your home	69%	49%	61%	60%	71%	62%	56%	64%	64%	52%	73%	63%
	Someone else's home	23%	43%	31%	35%	20%	29%	35%	25%	27%	45%	23%	30%
	A bar or lounge	4%	5%	3%	1%	4%	2%	2%	7%	5%	2%	2%	3%
	A restaurant	1%	0%	1%	0%	0%	0%	1%	2%	0%	0%	0%	1%
	Somewhere else	3%	1%	3%	0%	5%	5%	4%	3%	2%	1%	0%	3%
	Unsure	0%	2%	1%	4%	0%	2%	2%	0%	1%	0%	2%	1%
Total	n=	156	99	188	104	167	92	152	132	102	62	115	732

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Super Bowl Viewership-- Demographics:

		TIME ZONE				CENSUS DIVISION								Total	
		Eastern	Central	Mountain	Pacific	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain		Pacific
AMOUNT OF SUPER BOWL WATCHED	None/Unsure	26%	24%	34%	32%	24%	20%	20%	32%	31%	31%	21%	38%	30%	27%
	Some	31%	26%	32%	25%	35%	30%	26%	24%	32%	22%	36%	28%	27%	29%
	All	43%	50%	33%	43%	41%	51%	55%	44%	37%	47%	44%	33%	44%	44%
Total	n=	477	332	57	140	51	102	176	101	204	78	97	65	132	1006
NUMBER OF PEOPLE WATCHING SUPER BOWL TOGETHER	None	8%	6%	7%	7%	17%	7%	6%	7%	8%	4%	6%	7%	7%	7%
	1	16%	15%	25%	13%	14%	15%	14%	12%	18%	15%	18%	25%	13%	16%
	2	14%	11%	16%	12%	17%	14%	10%	14%	14%	15%	10%	15%	12%	13%
	3-5	20%	24%	18%	22%	18%	17%	26%	25%	18%	23%	21%	17%	22%	21%
	6-10	18%	22%	24%	25%	14%	15%	20%	23%	17%	23%	21%	29%	24%	20%
	11-20	13%	13%	6%	12%	11%	18%	12%	11%	12%	11%	17%	5%	12%	13%
	Over 20	7%	6%	3%	6%	5%	8%	10%	5%	5%	4%	3%	3%	6%	6%
	Unsure	5%	3%	0%	5%	4%	5%	2%	3%	7%	4%	3%	0%	5%	4%
Total	n=	352	240	43	97	41	78	137	66	146	51	73	46	94	732
SUPER BOWL VIEWING LOCATION	Your home	64%	64%	72%	52%	70%	63%	60%	64%	64%	70%	63%	70%	52%	63%
	Someone else's home	28%	29%	22%	41%	8%	33%	30%	27%	28%	27%	34%	25%	40%	30%
	A bar or lounge	4%	3%	0%	3%	13%	0%	5%	3%	3%	2%	2%	0%	3%	3%
	A restaurant	1%	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	1%
	Somewhere else	3%	3%	5%	2%	9%	3%	1%	5%	2%	1%	0%	5%	2%	3%
	Unsure	1%	1%	0%	3%	0%	1%	2%	2%	2%	0%	1%	0%	3%	1%
Total	n=	352	240	43	97	41	78	137	66	146	51	73	46	94	732

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Super Bowl Quality-- Demographics:

		AGE						GENDER		SURVEY	Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female		Post
SUPER BOWL QUALITY COMPARED TO OTHERS	One of the worst ever	0%	0%	0%	0%	2%	1%	2%	1%	0%	1%	1%
	Below average	7%	8%	15%	6%	4%	3%	7%	8%	6%	7%	7%
	About average/Unsure	42%	47%	42%	39%	32%	34%	46%	35%	47%	40%	40%
	Better than average	48%	20%	37%	41%	44%	39%	28%	44%	28%	37%	37%
	One of the best ever	3%	25%	6%	14%	19%	23%	17%	12%	19%	15%	15%
Total	n=	29	28	35	64	80	67	57	189	171	360	360

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Super Bowl Quality-- Demographics:

		POLITICAL PARTY					INCOME						Total
		Strong Democrat	Not a strong Democrat	Unsure/ Independent	Not a strong Republican	Strong Republican	<\$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	>\$100K	
SUPER BOWL QUALITY COMPARED TO OTHERS	One of the worst ever	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	2%	1%
	Below average	3%	10%	6%	14%	4%	3%	7%	4%	5%	10%	15%	7%
	About average/Unsure	36%	51%	47%	28%	38%	52%	48%	46%	33%	23%	32%	40%
	Better than average	37%	32%	30%	44%	46%	33%	35%	31%	44%	51%	35%	37%
	One of the best ever	23%	7%	18%	13%	11%	12%	10%	18%	18%	17%	16%	15%
Total	n=	86	37	100	53	76	45	80	61	52	31	56	360

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Super Bowl Quality-- Demographics:

		TIME ZONE				CENSUS DIVISION									Total
		Eastern	Central	Mountain	Pacific	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	
SUPER BOWL QUALITY COMPARED TO OTHERS	One of the worst ever	1%	0%	0%	0%	0%	1%	0%	0%	0%	6%	0%	0%	0%	1%
	Below average	8%	10%	3%	1%	7%	7%	5%	25%	8%	4%	7%	3%	1%	7%
	About average/Unsure	46%	35%	34%	34%	51%	43%	39%	26%	44%	57%	40%	32%	35%	40%
	Better than average	34%	33%	48%	52%	32%	44%	30%	36%	37%	28%	29%	52%	51%	37%
	One of the best ever	11%	22%	15%	13%	10%	5%	26%	13%	12%	5%	23%	14%	13%	15%
Total	n=	173	118	22	47	19	38	62	33	76	27	36	24	45	360

Competitive Edge Research & Communication, Inc.
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 San Diego, CA 92101

Super Bowl Quality-- Attitudinals:

		AMOUNT OF SUPER BOWL WATCHED		Total
		Some	All	
SUPER BOWL QUALITY COMPARED TO OTHERS	One of the worst ever	0%	1%	1%
	Below average	10%	5%	7%
	About average/Unsure	49%	34%	40%
	Better than average	35%	39%	37%
	One of the best ever	7%	22%	15%
Total	n=	162	198	360

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Impressions of Host-- Demographics:

		AGE							GENDER		SURVEY		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	Pre	Post	
ARLINGTON IMPRESSION	Very Negative	5%	0%	1%	2%	1%	1%	0%	2%	1%	2%	1%	2%
	Somewhat Negative	2%	3%	7%	5%	2%	4%	2%	5%	3%	3%	5%	4%
	Neutral/Unsure/No Impression	76%	82%	70%	76%	79%	80%	87%	74%	82%	77%	79%	78%
	Somewhat Positive	11%	8%	11%	6%	8%	9%	6%	8%	9%	8%	9%	9%
	Very Positive	6%	7%	11%	9%	9%	6%	6%	11%	5%	10%	6%	8%
Total	n=	74	81	135	169	207	182	158	481	525	504	502	1006
DALLAS IMPRESSION	Very Negative	4%	0%	3%	3%	3%	4%	2%	4%	1%	3%	2%	3%
	Somewhat Negative	3%	3%	11%	12%	8%	6%	5%	8%	6%	7%	7%	7%
	Neutral/Unsure/No Impression	68%	67%	48%	52%	52%	60%	68%	56%	61%	56%	61%	58%
	Somewhat Positive	14%	17%	24%	22%	22%	18%	14%	19%	20%	19%	19%	19%
	Very Positive	12%	12%	14%	11%	15%	13%	10%	13%	12%	15%	10%	12%
Total	n=	74	81	135	169	207	182	158	481	525	504	502	1006
NORTH TEXAS IMPRESSION	Very Negative	4%	2%	1%	4%	2%	2%	3%	3%	2%	3%	2%	3%
	Somewhat Negative	3%	6%	7%	5%	7%	4%	5%	7%	4%	5%	5%	5%
	Neutral/Unsure/No Impression	78%	78%	73%	72%	69%	75%	78%	70%	80%	71%	78%	75%
	Somewhat Positive	8%	9%	13%	12%	12%	10%	7%	11%	10%	12%	8%	10%
	Very Positive	7%	5%	5%	7%	10%	9%	7%	10%	4%	8%	6%	7%
Total	n=	74	81	135	169	207	182	158	481	525	504	502	1006

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 San Diego, CA 92101

Impressions of Host-- Demographics:

		POLITICAL PARTY					INCOME						Total
		Strong Democrat	Not a strong Democrat	Unsure/Independent	Not a strong Republican	Strong Republican	<\$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	>\$100K	
ARLINGTON IMPRESSION	Very Negative	3%	2%	1%	0%	0%	2%	2%	1%	2%	0%	2%	2%
	Somewhat Negative	7%	2%	4%	3%	3%	5%	2%	1%	4%	4%	9%	4%
	Neutral/Unsure/No Impression	70%	82%	82%	84%	73%	75%	78%	87%	80%	76%	68%	78%
	Somewhat Positive	11%	7%	7%	7%	11%	7%	10%	5%	8%	11%	11%	9%
	Very Positive	8%	7%	6%	6%	13%	11%	8%	6%	6%	9%	11%	8%
Total	n=	227	138	261	132	217	172	212	166	126	75	136	1006
DALLAS IMPRESSION	Very Negative	6%	3%	1%	1%	1%	2%	1%	1%	2%	3%	7%	3%
	Somewhat Negative	10%	8%	10%	4%	4%	5%	6%	7%	12%	8%	10%	7%
	Neutral/Unsure/No Impression	56%	61%	63%	58%	54%	75%	61%	59%	52%	56%	39%	58%
	Somewhat Positive	18%	16%	16%	28%	21%	5%	19%	23%	22%	19%	30%	19%
	Very Positive	11%	13%	10%	10%	19%	13%	13%	11%	12%	14%	14%	12%
Total	n=	227	138	261	132	217	172	212	166	126	75	136	1006
NORTH TEXAS IMPRESSION	Very Negative	4%	3%	5%	0%	1%	3%	4%	1%	1%	1%	6%	3%
	Somewhat Negative	12%	4%	6%	2%	1%	5%	3%	4%	4%	4%	12%	5%
	Neutral/Unsure/No Impression	69%	80%	77%	82%	69%	78%	75%	78%	76%	85%	59%	75%
	Somewhat Positive	9%	9%	7%	11%	16%	5%	10%	12%	11%	6%	15%	10%
	Very Positive	6%	4%	6%	4%	13%	8%	8%	5%	8%	4%	8%	7%
Total	n=	227	138	261	132	217	172	212	166	126	75	136	1006

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Impressions of Host-- Demographics:

		TIME ZONE				CENSUS DIVISION								Total	
		Eastern	Central	Mountain	Pacific	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain		Pacific
ARLINGTON IMPRESSION	Very Negative	2%	1%	2%	3%	0%	0%	2%	0%	2%	2%	1%	4%	2%	2%
	Somewhat Negative	2%	6%	5%	3%	2%	1%	3%	6%	3%	4%	9%	5%	3%	4%
	Neutral/Unsure/No Impression	85%	67%	68%	83%	84%	93%	81%	74%	80%	77%	51%	69%	83%	78%
	Somewhat Positive	7%	13%	9%	6%	8%	4%	8%	13%	7%	11%	16%	8%	6%	9%
	Very Positive	5%	13%	16%	5%	5%	1%	6%	7%	8%	6%	23%	15%	5%	8%
Total	n=	477	332	57	140	51	102	176	101	204	78	97	65	132	1006
DALLAS IMPRESSION	Very Negative	2%	1%	5%	5%	6%	1%	2%	0%	2%	2%	2%	7%	3%	3%
	Somewhat Negative	7%	5%	11%	11%	11%	4%	3%	4%	11%	6%	8%	10%	11%	7%
	Neutral/Unsure/No Impression	62%	55%	45%	59%	66%	75%	65%	62%	53%	65%	35%	47%	59%	58%
	Somewhat Positive	17%	25%	22%	17%	15%	13%	18%	23%	18%	18%	34%	20%	18%	19%
	Very Positive	12%	13%	18%	9%	3%	7%	12%	10%	16%	9%	21%	16%	9%	12%
Total	n=	477	332	57	140	51	102	176	101	204	78	97	65	132	1006
NORTH TEXAS IMPRESSION	Very Negative	2%	2%	5%	6%	6%	0%	1%	4%	2%	3%	2%	6%	5%	3%
	Somewhat Negative	4%	7%	1%	8%	5%	1%	3%	10%	7%	1%	7%	2%	8%	5%
	Neutral/Unsure/No Impression	84%	62%	73%	72%	81%	96%	86%	69%	75%	64%	44%	73%	72%	75%
	Somewhat Positive	6%	16%	13%	10%	5%	2%	4%	14%	9%	23%	22%	12%	10%	10%
	Very Positive	4%	12%	8%	4%	2%	1%	5%	4%	6%	9%	25%	7%	5%	7%
Total	n=	477	332	57	140	51	102	176	101	204	78	97	65	132	1006

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Impressions of Host-- Attitudinals:

		AMOUNT OF SUPER BOWL WATCHED			Total
		None/Unsure	Some	All	
ARLINGTON IMPRESSION	Very Negative	3%	1%	1%	2%
	Somewhat Negative	3%	5%	4%	4%
	Neutral/Unsure/No Impression	82%	78%	75%	78%
	Somewhat Positive	6%	10%	10%	9%
	Very Positive	6%	7%	10%	8%
Total	n=	293	294	419	1006
DALLAS IMPRESSION	Very Negative	4%	2%	2%	3%
	Somewhat Negative	8%	7%	7%	7%
	Neutral/Unsure/No Impression	62%	57%	57%	58%
	Somewhat Positive	15%	21%	21%	19%
	Very Positive	11%	13%	13%	12%
Total	n=	293	294	419	1006
NORTH TEXAS IMPRESSION	Very Negative	5%	1%	3%	3%
	Somewhat Negative	6%	7%	4%	5%
	Neutral/Unsure/No Impression	73%	74%	76%	75%
	Somewhat Positive	10%	13%	9%	10%
	Very Positive	6%	5%	8%	7%
Total	n=	293	294	419	1006

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 San Diego, CA 92101

Impressions of Host-- Attitudinals:

		SUPER BOWL QUALITY COMPARED TO OTHERS					Total
		One of the worst ever	Below average	About average/ Unsure	Better than average	One of the best ever	
ARLINGTON IMPRESSION	Very Negative	0%	7%	0%	0%	1%	2%
	Somewhat Negative	0%	0%	6%	5%	5%	4%
	Neutral/Unsure/No Impression	73%	71%	81%	74%	77%	78%
	Somewhat Positive	27%	18%	7%	13%	7%	9%
	Very Positive	0%	4%	5%	8%	9%	8%
Total	n=	3	22	140	136	59	1006
DALLAS IMPRESSION	Very Negative	0%	7%	0%	2%	2%	3%
	Somewhat Negative	27%	6%	8%	6%	13%	7%
	Neutral/Unsure/No Impression	26%	63%	70%	52%	48%	58%
	Somewhat Positive	0%	13%	14%	26%	28%	19%
	Very Positive	48%	11%	9%	13%	10%	12%
Total	n=	3	22	140	136	59	1006
NORTH TEXAS IMPRESSION	Very Negative	0%	0%	0%	3%	3%	3%
	Somewhat Negative	0%	0%	3%	6%	6%	5%
	Neutral/Unsure/No Impression	52%	93%	83%	73%	75%	75%
	Somewhat Positive	48%	3%	6%	13%	6%	10%
	Very Positive	0%	4%	7%	5%	9%	7%
Total	n=	3	22	140	136	59	1006

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