

Miami's Image Hurt by Super Bowl XLI, Scientific Study Shows

San Diego – Possibly as a result of Mother Nature's downpour throughout the game, *fewer* Americans now say they have any impression of Miami. That startling discovery comes from a scientific study conducted by Competitive Edge Research, a firm which has researched the Super Bowl's effect on the host city each of the last five years.

The Chicago Bears team was not the only underdog going into Super Bowl Sunday. The city of Miami itself was on the national stage and looking to improve its image. Unfortunately the Super Bowl did nothing to boost the nation's impression of the city.

Though over 93 million watched in the United States, "the needle did not move in terms of generating favorable impressions," said John Nienstedt, President of Competitive Edge Research. "Whether we're talking about the nation as a whole or only Super Bowl viewers, the big game did not enhance Miami's image." Instead, those who tuned in may have been confused by seeing rain when they had been expecting clear skies from the Sunshine State. "A significant number of Super Bowl 41 viewers now don't know what to think of Miami. My working hypothesis is that the rain confounded the expectations many had for the city's weather," says Nienstedt.

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 n=500	Post n=500		Pre	Post
Very Positive	10.6%	5.4%	Positive	27.0%	22.8%
Somewhat Positive	16.4	17.4			
Neutral Impression (Not Read)	2.2	3.4			
Somewhat Negative	15.2	11.6			
Very Negative	9.0	7.0	Negative	24.2	18.6
No Impression	46.4	54.9			
Unsure (Not Read)	0.2	0.2			

These results somewhat mirror those found last year for Detroit. Competitive Edge's 2006 study found no image enhancement for the Motor City, but did show a similar post-Super Bowl surge in the percentage of folks who had no impression of the town.

Respondents to the post-game interview were also asked whether they knew where the Super Bowl was being played. Two-thirds correctly named Miami. The results are therefore not a case

of mistaken identity. Even more telling: those who did know the host city were *less likely* to have an impression of Miami.

In addition, respondents were asked how likely they are to travel to Miami during the coming year. The results between the pre-game and post-game surveys were no different, indicating that the city's hosting of Super Bowl XLI will not spur tourism beyond the actual game itself.

Competitive Edge Research conducts its annual Super Bowl Poll which documents the true impact the big game has on the host city's national image. Civic boosters have long argued that bringing the event to a city can raise its profile. The Super Bowl has had that power only once in the last five years (San Diego, 2003).

For more information on all the Competitive Edge Research Super Bowl Polls, please log on to www.cerc.net.

About the Study

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 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 the game's influence.