

SUPER BOWL RESULTS MIXED FOR MOTOWN

Detroit's Image Not Enhanced, but Superbowl Viewers Now More Willing to Visit

San Diego – The Seattle Seahawks were not the only underdogs going into Superbowl Sunday. Widely reported as being the poorest big city in America and described as “gritty” and “ravaged,” Detroit itself was an underdog. The city plotted a strategy for image rehabilitation, put on its best face and hoped America would notice. The results are in and it’s a split decision.

Though over 90 million watched, Detroit did not get the image boost the city was hoping for. “The needle did not move in terms of generating favorable impressions,” said John Nienstedt, President of Competitive Edge Research. “Whether we’re talking about Superbowl viewers or the nation as a whole, the big game did not measurably raise or enhance Detroit’s image.”

Do you currently have a positive or negative impression of Detroit, Michigan or do you have no impression of Detroit, Michigan at this time?

	Pre n=509	Post n=501		Pre n=509	Post n=501
Very Positive	3.8%	5.9%	Positive	13.2%	14.2%
Somewhat Positive	9.4	8.3			
Neutral Impression (Not Read)	12.8	3.8			
Somewhat Negative	18.6	17.2	Negative	29.2	28.1
Very Negative	10.6	10.9			
No Impression	44.0	52.9			
Unsure (Not Read)	0.8	1.0			

However, the study does contain some good news for Detroit’s economy: Superbowl watchers are now less likely to write-off the city as a travel destination. The overall percentage of Americans reporting they are unlikely to visit Detroit in the next year was the same both before and after the Superbowl. But Nienstedt explains that, among those who watched the game, there was a 5% drop in the percentage of folks who are unlikely to travel to the Motor City. Nienstedt went on to say that “the drop among those who watched the entire game was greater [7%], so it looks like the more viewers were exposed to the city via the Superbowl, the more they were enticed to consider traveling there.” Both the 5% and 7% drops are statistically significant.

How likely are you to travel to Detroit Michigan within the next year?

	Pre	Post	Watcher	Pre- n=349	Post- n=336
Very Likely	6.4%	5.3%	Uns/Some/Very		
Somewhat Likely	4.8	5.7	Likely	11.5%	16.1%
Somewhat Unlikely	6.6	4.6			
Very Unlikely	81.0	82.0	Some/Very		
Unsure (<i>Not Read</i>)	1.2	2.0	Unlikely	88.5	83.9
Refused (<i>Not Read</i>)	0.0	0.4			

Competitive Edge Research conducts the annual Superbowl Poll which documents the true impact of the big game on the host city. Boosters have long argued that bringing the event to a city can raise a town’s image. In Detroit, the Superbowl was facing its biggest challenge yet. Last year’s survey found that by a margin of two-to-one Americans harbored negative rather than positive impressions about Motown.

For more information on all the Competitive Edge Research Superbowl 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 Superbowl 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 Superbowl are compared to the first in order to isolate and measure how the game influences the nation’s impression of the host city.