

Super Bowl XLIX Survey

Pre: n=500 US Adults; Post: n=500 US Adults

Margin of Sampling Error +/- 4.4%

Pre: January 27-30, 2015

Post: February 2-3, 2015

Weighted on

Pre: Phone Type, Age, Area and Ethnicity

Post: Phone Type, Age, Area and Ethnicity

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. What was your age on your last birthday?

	%
18-24	12.8
25-34	16.1
35-44	17.3
45-54	18.9
55-64	16.9
65-74	9.7
75+	8.4

Q2. And other than the city or town you reside in, which U.S. city is your favorite?
(Redacted for future release)

Q3-Q4 were randomized

Q3. Do you currently have a positive or negative impression of Glendale, Arizona or do you have no impression of Glendale, Arizona at this time.

	Pre %	Post %
Very positive	2.1	2.6
Somewhat positive	7.7	6.4
Neutral impression	0.4	1.7
Somewhat negative	3.7	3.6
Very negative	1.1	0.4
No impression	79.6	84.1
Unsure (Not read)	5.4	1.2

- Q4. Do you currently have a positive or negative impression of Phoenix, Arizona or do you have no impression of Phoenix, Arizona at this time.

	Pre %	Post %
Very positive	12.2	10.8
Somewhat positive	17.7	23.5
Neutral impression	1.2	1.1
Somewhat negative	3.3	6.0
Very negative	3.4	3.5
No impression	56.3	54.5
Unsure (<i>Not read</i>)	5.8	0.7

Q5-Q6 were randomized

- Q5a. Do you currently have a positive or negative impression of San Francisco, California or do you have no impression of San Francisco, California at this time. (*n=500*)

	%
Very positive	20.1
Somewhat positive	25.5
Neutral impression	0.3
Somewhat negative	5.2
Very negative	5.4
No impression	41.7
Unsure (<i>Not read</i>)	1.9

- Q5b. Do you currently have a positive or negative impression of Santa Clara, California or do you have no impression of Santa Clara, California at this time. (*n=500*)

	%
Very positive	6.2
Somewhat positive	8.1
Neutral impression	0.6
Somewhat negative	3.0
Very negative	0.7
No impression	80.1
Unsure (<i>Not read</i>)	1.2

Q6a. Do you currently have a positive or negative impression of San Diego, California or do you have no impression of San Diego, California at this time. (n=500)

	%
Very positive	27.2
Somewhat positive	19.4
Neutral impression	0.8
Somewhat negative	3.0
Very negative	3.2
No impression	45.2
Unsure (Not read)	1.1

Q6b. Do you currently have a positive or negative impression of New York, New York or do you have no impression of New York, New York at this time. (n=500)

	%
Very positive	25.6
Somewhat positive	25.3
Neutral impression	1.9
Somewhat negative	6.9
Very negative	6.0
No impression	34.0
Unsure (Not read)	0.3

Q7. And do you know where the Super Bowl is being/was played this year?

	Pre %	Post %
Phoenix	13.0	15.0
Glendale	7.8	15.5
Arizona	20.8	40.9
Other (Not read)	5.3	2.9
No (Not read)	49.5	24.4
Unsure (Not read)	3.6	1.3

Q8. And will/did you watch . . .

	Pre %	Post %
All	38.1	45.8
Part	33.6	29.5
None	25.5	23.9
Unsure/Depends (Not read)	2.8	0.8

Q9a. And how much of a fan of NFL football are you? Are you a... (n=500)

	%
Big fan	22.3
Casual fan	45.6
Not a fan at all	30.7
Unsure/Depends (Not read)	1.3

Q9b. And how much of a fan of Major League baseball are you? Are you a... (n=500)

	%
Big fan	16.9
Casual fan	39.3
Not a fan at all	43.3
Unsure/Depends (<i>Not read</i>)	0.5

Q10. And how much of a fan of NBA basketball are you? Are you a... (n=500)

	%
Big fan	11.9
Casual fan	30.9
Not a fan at all	54.8
Unsure/Depends (<i>Not read</i>)	2.4

Q11. And how much of a fan of NHL hockey are you? Are you a... (n=500)

	%
Big fan	6.2
Casual fan	31.4
Not a fan at all	61.6
Unsure/Depends (<i>Not read</i>)	0.7

And shifting gears...

Q12. *Redacted for future release*

Q13. *Redacted for future release*

Q14. *Redacted for future release*

Thanks. I have just a few demographic questions to make sure our sample is representative...

Q15. In the 2012 Presidential election did you vote for...

	%
Barack Obama	39.9
Mitt Romney	24.7
Another candidate	4.2
Did you not vote	17.5
Or were you legally ineligible to vote	6.3
Did vote but can't recall candidate (<i>Not read</i>)	1.1
Unsure/Can't recall candidate (<i>Not read</i>)	0.7
Refused (<i>Not read</i>)	5.6

Q16. Is your racial or ethnic heritage...

	%
White	62.7
Latino	14.3
African-American	13.2
Asian or Pacific Islander	5.0
Native American	0.4
Or something else?	0.5
Mixed race (<i>Not read</i>)	0.4
Refused (<i>Not read</i>)	3.7

Q17. Please stop me when I reach the category closest to your household's total annual income .

	%
Less than \$20,000	10.2
\$20 to 40,000	17.6
\$40 to 60,000	16.1
\$60 to 80,000	18.9
\$80 to 100,000	8.6
More than \$100,000?	18.7
Refused (<i>Not read</i>)	9.8

Thanks for your time and your opinion counts, goodbye.

18. GENDER

	%
Male	48.8
Female	51.2

19. TIME ZONE

	%
East	52.0
Central	26.5
Mountain	7.2
Pacific	14.4

20. REGION

	%
Northeast	19.1
Midwest	22.4
South	37.5
West	21.0

21. AREA TYPE	%
Urban	51.0
Rural	26.1
Suburban	22.9

22. DIVISION	%
New England	5.0
Middle Atlantic	14.1
East North Central	15.9
West North Central	6.4
South Atlantic	20.8
East South Central	5.9
West South Central	10.9
Mountain	7.1
Pacific	14.0