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COMPETITIVE EDGE RELEASES RESULTS OF NATIONAL SUPER BOWL XLIX SURVEY



Your city hosts a Super Bowl and hundreds of millions of Americans are focused on your town. It's exciting, but it also requires a significant investment of time, effort and money to make it happen.

Can hosting the Super Bowl change the image of a city for the better? Enough to generate an increase in tourism or even business growth?

Since 2003, Competitive Edge Research & Communication has conducted a pair of annual national polls to answer this question. This year's poll drew [significant media interest](#) in San Diego and beyond as cities try to decide whether to chase the Big Game.

READ MORE

"The campaign with the best data makes the best decisions, and John Nienstedt has delivered time and again."

Kevin Faulconer
Mayor
San Diego, CA



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Our mission is to help clients win— however they define winning— through superior research and communication. Call us to see how we can help you today.

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CHARGERS CHALLENGE: BEEN THERE, MEASURED THAT



Talk about the possible move to the Los Angeles area by the San Diego Chargers dominates conversation in San Diego these days.

Competitive Edge has been polling people on Chargers issues for years. You could say we've "been there, measured that" where the team's situation is concerned.

Eleven years ago, the Chargers were headed for the playoffs. We worked with KPBS on a poll, asking San Diego County residents about the team's then brand new plan to redevelop the Mission Valley site. Forty-seven percent were in favor, 41 percent were opposed. Forty-three percent said it wouldn't matter to them if the team moved to LA.

In 2009, Competitive Edge conducted another survey, this time asking San Diego County residents where they thought the Chargers would be playing their home games in five years, 2014. One in four believed it would be outside San Diego County; one-third believed it would be somewhere in San Diego but not at Qualcomm Stadium. Only eighteen percent believed the Chargers would still be at the Q. So much for the wisdom of crowds.

The threat of moving the team, even to arch-rival Los Angeles, gets met with shrugs time after time. Many in San Diego don't see the potential at this point of any plan successfully keeping the Chargers in San Diego.

Civic, political and business leaders -- and most of all the Chargers themselves -- will need to overcome this skepticism and indifference. Any plan for a new stadium must be solid and executed quickly to win over residents who have given up on seeing results.

AMERICANS STRONGLY BACK REQUIRING PHOTO ID TO VOTE

Having to show photo identification in order to vote is not a major reason why people do not vote, at least that's the way Americans see it.

In a project conducted on behalf of the national radio program "The Roger Hedgecock Show," Competitive Edge Research & Communication tested a list of six reasons why people do not vote. Having to show photo identification comes in dead last. Only 2% of Americans say it is the main reason for not voting. In contrast, 37% say people do not vote because they think their vote does not matter, which is a rationale that voters younger than 35 are more likely to express. Another 28% feel non-voting mainly results from being uninformed about the issues or candidates, and 14% believe there are no good candidates to vote for.

When asked if they support laws requiring prospective voters to show a photo ID, the answer is overwhelmingly "yes."

[Learn more about our results here.](#)

RUNNING WITH THIS THANK YOU



Retired State Senator George Runner recently wrote Competitive Edge to thank us for helping a candidate close to him make a smart decision about whether to throw her hat in the ring for a special election. The candidate: his wife, Sharon.

[Read more about what Sen. Runner had to say.](#)

LET'S DO LUNCH WITH COMPETITIVE EDGE



Public affairs agency Southwest Strategies was our most recent stop on CERC's "Lunch 'n Learn" World Tour. Competitive Edge provides an overview to businesses and organizations about what they should look for when they conduct research.

Our next appearance is public relations firm Nuffer, Smith, Tucker. Want to book a tour date with us?

Competitive Edge loves to go on the road. If only we could get our own tour bus. Call John Nienstedt at 800-576-CERC.



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GLIDING TO VICTORY



Coached by John Nienstedt, the Black Mountain Middle School "Elastic Launched Glider Team" took first through fifth place, beating 76 other teams in the tournament. Nienstedt's son Johnny won the silver medal.

This is part of the San Diego Science Olympiad and National Science Olympiad program. The school will now compete in the State Science Olympiad in April.

ALBONDIGAS



San Diego City Councilmember and Competitive Edge client Chris Cate appeared at the February meeting of the Albondigas Political Society, San Diego Chapter. Cate is a fast rising star with a bright future ahead of him. He fielded questions and called himself the “Craft Beer Councilman,” as District 6 has the most craft beer operations (22) of anywhere in the City. That's our kind of client!

