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Show U.S. Ads for Super Bowl Says Survey

Vancouver, BC – During the Super Bowl this Sunday, Canadians would rather watch the same commercials as Americans, according to a new poll by NRG Research Group. The poll indicates that, across Canada, 40% of Canadians will tune in to watch the game on Sunday. In response to the question, “Do you feel Canadians should be able to watch the same commercials as Americans during the Super Bowl or do you feel it is best that Canadians watch advertising tailored to Canadian viewers”, 59% of these viewers said they wanted to see the American commercials, while only 31% want to see ads tailored to Canadian viewers. 9% don’t have an opinion either way.

While many Canadians will be tuning in on Sunday, most don’t care who will win. When asked “Are you rooting for a particular team to win?” 68% said no, while 17% said that they are rooting for the Indianapolis Colts and 13% are rooting for the Chicago Bears.

About the Ask Canada Survey

Results are based on a telephone survey among a random sample of 1,203 Canadian residents, 18 and older, surveyed between January 30 and February 1 as part of NRG’s national omnibus – *Ask Canada*. The margin of error based on this sample size is +/- 2.8%, 19 times out of 20.

About NRG Research Group

NRG Research Group is a national public opinion research company with offices in Vancouver, Calgary and Winnipeg.

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