

USA TODAY/GALLUP POLL

JULY WAVE 1

-- FINAL TOPLINE --

Timberline: 160861
H: 278
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July 19-22, 2012

Note: Q.18-20 should be cited as a Gallup poll.

Results are based on telephone interviews conducted July 19-22, 2012 with a random sample of –1,030—adults, aged 18+, living in all 50 U.S. states and the District of Columbia.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is ± 4 percentage points.

For results based on the sample of –914— registered voters, the maximum margin of sampling error is ± 4 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents by region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, and phone status (cell phone only/landline only/both, having an unlisted landline number, and being cell phone mostly). Demographic weighting targets are based on the March 2011 Current Population Survey figures for the age 18+ non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

18. Do you by chance know where the 2012 Summer Olympics are being held this month?

	<u>Correct Response</u>	<u>Partially correct</u>	<u>Incorrect</u>	<u>No opinion</u>
2012 Jul 19-22 †	<i>London</i> 65	<i>England</i> 8	2	24
2008 Jul 25-27	<i>Beijing, China</i> 43	<i>China</i> 36	2	19
2004 Aug 9-11 ^	<i>Athens, Greece</i> 45	<i>Greece</i> 26	8	21
2000 Sep 11-13	<i>Sydney, Australia</i> 44	<i>Australia</i> 30	3	23
1952 Jun 15-20	<i>Helsinki, Finland</i> 28	<i>Europe</i> 4	27	41
1948 Jul 16-21	<i>London</i> 20	<i>England</i> 17	12	51

† Gallup poll.

^ Asked of a half sample

19. How much of the Olympics do you intend to watch -- a great deal, a fair amount, not much, or none at all?

	<u>Great deal</u>	<u>Fair amount</u>	<u>Not much</u>	<u>None at all</u>	<u>No opinion</u>
2012 Jul 19-22 †	24	35	28	13	*
2008 Jul 25-27	16	40	29	14	1
2004 Aug 9-11 ^	14	45	29	12	*
2000 Sep 11-13	17	42	28	12	1

† Gallup poll.

^ Asked of a half sample

TREND FOR COMPARISON: Winter Olympics

	<u>Great deal</u>	<u>Fair amount</u>	<u>Not much</u>	<u>None at all</u>	<u>No opinion</u>
2006 Feb 9-12	15	32	34	19	1
2006 Jan 9-12	17	36	30	17	*
2002 Feb 4-6	20	38	32	10	*

20. *(Asked of those who say they plan to watch a “great deal” or “fair amount” of the Olympics)* How do you plan to watch the Olympics – [ROTATED: only on TV, mostly on TV, equally on TV and the Internet, mostly on the Internet, (or) only on the Internet]?

BASED ON –624— WHO PLAN TO WATCH THE OLYMPICS; ±5 PCT PTS

	<u>Only TV</u>	<u>Mostly TV</u>	<u>TV/ Internet Equally</u>	<u>Mostly Internet</u>	<u>Only Internet</u>	<u>No opinion</u>
2012 Jul 19-22 †	47	38	11	3	1	*
2008 Jul 25-27	48	41	9	1	1	*

† Gallup poll.