

## **USA TODAY/GALLUP POLL**

### **TELEVISION COVERAGE OF THE OLYMPICS**

**Results are based on telephone interviews conducted August 4-5, 2012, on the Gallup Daily tracking survey, with a random sample of --1,082-- 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  $\pm 4$  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 daily sample of 1,000 national adults 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, phone status (cell phone only/landline only/both, having an unlisted landline number, and 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.**

**The questions reported here were asked of a random half sample for two nights on Gallup Daily tracking.**

**Polls conducted entirely in one day, such as this one, are subject to additional error or bias not found in polls conducted over several days.**

**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.**

- Turning now to the Olympic Games currently being held in London. As you may know, London is five hours ahead of the Eastern Time zone in the U.S. How would you prefer that NBC handle television broadcasts of the most popular events—broadcast them live on television in the U.S. as they happen during the day, broadcast them on tape delay during prime time U.S. viewing hours in the evening, and not broadcast them live during the day, or broadcast them live as they happen during the day and show them again on tape delay in the evening?

	Broadcast <u>live</u>	Broadcast on <u>tape delay</u>	Broadcast live and again on <u>tape delay</u>	No <u>opinion</u>
2012 Aug 4-5	17	12	59	12

- How much of these Olympics have you been watching on television – a lot, a little, or none?

	<u>A lot</u>	<u>A little</u>	<u>None</u>	<u>No opinion</u>
2012 Aug 4-5	40	38	21	1

- (Asked of those watching “a lot” or “a little” of the Olympics)* For the Olympic events you care most about, do you—make a special effort to avoid finding out the results until you can see the broadcast on primetime television, try to find out the results as soon as you can, even if you plan to watch later on primetime television, or don’t you make an effort either way?

**BASED ON --888—ADULTS WHO ARE WATCHING THE OLYMPICS; ±4 PCT PTS**

	Avoid finding <u>out results</u>	Try to find out <u>results</u>	Don’t make <u>effort either way</u>	No <u>opinion</u>
2012 Aug 4-5	20	25	52	3