

4. How likely are you to follow the Olympics by...

	Very likely	Somewhat likely	Not too likely	Not at all likely	DK/NS	Total Likely
Watching it on your main NBC channel	46	25	9	20	-	71
Watching it on cable channels other than your main NBC channel	26	27	12	34	1	53
Watching video of Olympic events over the Internet	8	17	15	59	1	26
Watching video of Olympic events on your cell phone	2	3	6	89	-	5
Reading stories about the Olympics in a newspaper	23	28	12	36	1	51
Reading stories about the Olympics on Internet news sites	16	25	13	45	1	41
Watching reports about the Olympics on television news programs	42	31	9	18	-	74

[ASK Q5 IF 'VERY INTERESTED' OR 'SOMEWHAT INTERESTED' AT Q2]

5. Which sport will you follow most closely in this year's summer Olympic games?

	<u>8/7-11/08</u> 66% of respondents	<u>4/16-18/04</u> 65% of respondents
Gymnastics	30	30
Track and field	17	24
Swimming	22	15
Basketball	11	10
Boxing	6	6
Volleyball	2	2
Some other sport	9	10
(NOT READ) Will not follow games	2	1
Not sure	1	2

6. Do you think the International Olympic Committee made the right decision or made a mistake in holding the Olympics in China?

Made the right decision	55
Made a mistake	34
DK/NS	11

7. Do you think the use of steroids and other performance-enhancing drugs by Olympic athletes is a...

	<u>8/7-11/08</u>	<u>4/16-18/04</u>
Major problem	42	43
Minor problem	44	49
Not problem at all	10	6
DK/NS	4	2

8. Which would you say best describes how you follow the Olympics? Do you...

Mostly root for the USA to win the most medals possible	51
Root for the greatest athletic achievements by individual athletes no matter where they're from	45
DK/NS	4

9. How much of an impact do you think the quality of the air in Beijing is having on the performance of athletes at the games?

A major impact	39
A minor impact	43
No impact at all	10
DK/NS	8

PARTY AFFILIATION / IDEOLOGY

A. Are you currently registered to vote at this address, or not?

	<u>ALL ADULTS</u>
Yes	80
No	19
DK/NS	1

2a. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

INITIAL PARTY IDENTIFICATION

	<u>ALL ADULTS</u>
Democrat	31
Republican	27
Independent	21
None of these	18
DK/NS	3

(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- 2b. Do you lean strongly or only moderately toward the Democratic Party?
- 2c. Do you lean strongly or only moderately toward the Republican Party?
- 2d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

	<u>ALL ADULTS</u>
Strongly Democrat	19
Moderately Democrat	12
Lean Democrat	15
Strongly Republican	17
Moderately Republican	9
Lean Republican	12
Independent (No lean)	13
DK/NS	3
<hr style="border-top: 1px dashed black;"/>	
Total Republicans	38
Total Democrats	46

3. Generally speaking, do you consider yourself a liberal, moderate or conservative? **(IF "LIBERAL" OR "CONSERVATIVE", ASK:) Would you say you are very (liberal/conservative) or somewhat (liberal/conservative)?**

	<u>ALL ADULTS</u>
Very Liberal	8
Somewhat Liberal	14
Moderate	33
Very Conservative	18
Somewhat Conservative	22
Refused	5
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Total Liberal	21
Total Conservative	40

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

18-34	29
35-49	23
50-64	31
65+	15
(DK/NS)	2

D2. Are you employed:

TOTAL EMPLOYED	63
Full time	49
Part time	14
Not employed	14
Retired	22
(DK/NS)	1

D3. What is the last year of school you completed?

Grade school or some high school	11
Completed high school	38
Some community college or university, did not finish	16
Completed technical school or a community college	7
Completed a university or Bachelor's degree	15
Completed a post-graduate degree such as a Master's or Ph.D.	12
(DK/NS)	1

D4. Are you currently married?

Yes	61
No	38
(DK/NS)	1

D5. Including yourself and any children, how many people are currently living in your household?

1	14
2	34
3	17
4	19
5	8
6+	7
(DK/NS)	1

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN (NET)	36
Under 6	19
6-12	17
13-17	15
NO CHILDREN	62
(DK/NS)	2
Summary	
Any children 12 or younger	29
Any children 6 to 17	26

D8. Would you describe yourself as a born-again or evangelical Christian, or not?

Yes	41
No	55
(DK/NS)	4

D9. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination? **(IF "SOME OTHER RELIGION, ASK) Is that a Christian denomination, or not? (IF YES, CODED AS "PROTESTANT".)**

Protestant	43
Catholic	26
Mormon	1
Jewish	1
Muslim	-
Some other religion	4
None	22
(DK/NS)	3

Zz5b. How often do you attend religious services?

At least once a week (Net)	42
More than once a week	14
Once a week	28
Less than once a week (Net)	36
A few times a month	15
A few times a year	22
Never	19
(DK/NS)	2

D10. Are you of Hispanic ethnicity?

(Q.D11 ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D12a.)

D11. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	77
Hispanic	13
Black	11
(NOT READ) American Indian	3
Asian	2
(NOT READ) Other	3
(DK/NS)	2

D12. Could you please tell me your household income from all sources in 2007?

Under \$15,000	9
\$15,000 to less than \$20,000	4
\$20,000 to less than \$25,000	5
\$25,000 to less than \$30,000	5
\$30,000 to less than \$40,000	8
\$40,000 to less than \$50,000	8
\$50,000 to less than \$75,000	19
\$75,000 to less than \$100,000	10
\$100,000 or more	17
(DK/NS)	15

REGION:

Northeast	19
Midwest	23
South	35
West	23

METROPOLITAN STATUS:

Urban	27
Suburban	54
Rural	19

GENDER:

Male	48
Female	52