



Marist College Institute for Public Opinion
Poughkeepsie, NY 12601 ♦ Phone 845.575.5050 ♦ Fax 845.575.5111 www.maristpoll.marist.edu

London Olympic Games Spur Sense of Pride in Many Americans

*** Complete Tables for Poll Appended ***

For Immediate Release: Monday, July 23, 2012

Contact: Lee M. Miringoff
Barbara L. Carvalho
Mary E. Azzoli
Marist College
845.575.5050

This Marist Poll Reports:

Attention will be “across the pond” on Friday for the Opening Ceremony of the London 2012 Olympic Games. 80% of adults nationally say they will follow, at least, some of the Olympic Games. This includes 19% who plan to check out a great deal of them, 23% who think they will follow a good amount of the events, and 38% who believe they will follow them a little bit. One in five -- 20% -- does not plan to check out any of the events.

Looking at age, those under 30 -- 74% -- are the least likely to watch, at least, a portion of the Olympics. This compares with 81% of Americans 30 to 44, 80% of residents 45 to 59, and 84% of those 60 and older.

And, half of Americans are feeling a sense of healthy competition and pride. 50% of adults nationally say it's more interesting to see if U.S. athletes win the most medals. 43%, however, think it's more interesting to witness records being set regardless of which country the athlete represents. Seven percent are unsure.

Half of Americans under 30 years of age -- 50% -- are more interested in having records set while 50% of those 30 to 44, 53% of residents 45 to 59, and 54% of those 60 and older are more engaged in the number of medals the nation collects.

Looking at gender, a majority of women -- 52% -- are interested in the number of medals the U.S. wins, and 41% want to see new records achieved. Men divide. 49% are rooting for the U.S.A. to bring home the gold, but 45% are more focused on the records set.

This Marist Poll has been done in conjunction with The Marist College Center for Sports Communication.

"When it comes to nationalism versus records, nationalism still wins," says Dr. Keith Strudler, Director of The Marist College Center for Sports Communication. "But, records are still important to many Olympic viewers. That's why both are stressed during Olympic coverage by U.S. media, and you'll see select superstar athletes from other countries on top of the normal American fare."

When it comes to the nation's most fierce competitor, 41% of adults nationally believe China will be America's strongest challenger. 15% think Russia will be while 8% say Canada will be the country's toughest rival. Great Britain and Australia each receive 7%. 21% are unsure.

Gymnastics Takes Gold in Popularity

Three in ten watchers of the Olympics -- 30% -- say they are most looking forward to checking out the gymnastics events. 23% are pumped up about swimming while 18% are marking their calendars for the track and field events. Basketball is the most anticipated event for 11% of watchers while soccer receives the attention of 10%. Four percent of enthusiasts are psyched about diving while the same proportion -- 4% -- is looking forward to another event entirely.

There is a gender gap. A plurality of women who plan to watch the Olympics -- 44% -- are anticipating the gymnastics competition. However, there is little consensus among men. 28% are most looking forward to the track and field competition while 24% are getting ready for the swimming events.

Phelps and Williams Expected to be High Profile Athletes

Half of Americans planning to watch the Olympics -- 50% -- say swimming sensation Michael Phelps will make the biggest male splash in London. 17% believe basketball phenom LeBron James will be the biggest male star of the competition while 8% say Jamaican track star Usain Bolt deserves that title. Five percent think swimmer Ryan Lochte will be the male talk of the Olympics while South African Oscar Pistorius, the double-amputee runner, is expected by 1% to receive the most attention. Nearly one in five -- 19% -- is unsure.

When it comes to the star female athlete of the 2012 Olympic Games, 43% believe tennis great Serena Williams will achieve that status. Soccer's Hope Solo comes in a distant second with 11% followed by track athlete Lolo Jones with 9%. Seven percent expect gymnast Jordyn Wieber to be in the spotlight while 5% say the same about track's Allyson Felix. 26% are unsure.

Tube Time or Online? How Enthusiasts are Following the Games

How will those who plan to watch the Olympics get their fix? 61% expect to tune in via television only. 31% think they will add a little online viewing to their TV watching while just 5% say they will follow the Olympics mostly online with a little TV sprinkled into the mix. Three percent will watch only online.

Not surprisingly, 79% of adults planning to watch the Olympic Games over the age of 60 say they will only view the events on TV. 60% of those 45 to 59 say the same. 49% of Olympics enthusiasts age 30 to 44, and the same proportion of those under 30 years old -- 49% -- report they will watch the events on TV only. A notable 14% of Americans younger than 30 say they will solely follow the games online, and an additional 13% of this age group plan to view the games mostly online.

About Keith Strudler, Ph.D.

Strudler, Ph.D., is the director of the Marist College Center for Sports Communication. Dr. Strudler founded Marist's popular concentration in sports communication in 2002, now one of the nation's largest in the discipline. He studies and teaches in the areas of sports media, sport and society, and sports reporting and information. Dr. Strudler also writes weekly sports commentary for WAMC, an NPR radio station in Albany, NY.

How the Survey was Conducted

Nature of the Sample: Marist National Poll of 1,010 Adults

This survey of 1,010 adults was conducted July 9th through July 11th, 2012. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 3.0 percentage points. There are 798 adults planning to watch the Olympic Games (a great deal, a good amount, or a little). The results for this subset are statistically significant within ± 3.5 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample

		Nature of the Sample	
		National Adults	Plan to Watch Olympic Games
		Col %	Col %
National Adults		100%	
Plan to Watch Olympic Games		79%	100%
Region	Northeast	18%	17%
	Midwest	22%	22%
	South	37%	36%
	West	23%	24%
Gender	Men	49%	50%
	Women	51%	50%
Age	Under 45	40%	39%
	45 or older	60%	61%
Age	18 to 29	19%	17%
	30 to 44	21%	22%
	45 to 59	36%	36%
	60 or older	24%	25%
Race	White	69%	70%
	African American	11%	11%
	Latino	15%	15%
	Other	5%	5%
Household Income	Less than \$50,000	50%	47%
	\$50,000 or more	50%	53%
Education	Not college graduate	61%	58%
	College graduate	39%	42%
Interview Type	Landline	73%	74%
	Cell Phone	27%	26%

Marist Poll National Adults: Interviews conducted July 9th through July 11th, 2012, N=1010 MOE +/- 3.0 percentage points. National Adults Planning to Watch the Olympic Games: N=798 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

		National Adults			
		This month the 2012 summer Olympic Games open in London. Do you plan to follow the events a great deal, a good amount, a little, or not at all?			
		A great deal	A good amount	A little	Not at all
		Row %	Row %	Row %	Row %
National Adults		19%	23%	38%	20%
Region	Northeast	13%	35%	30%	22%
	Midwest	20%	20%	42%	18%
	South	18%	20%	41%	21%
	West	26%	20%	36%	18%
Household Income	Less than \$50,000	16%	19%	42%	24%
	\$50,000 or more	23%	26%	36%	15%
Education	Not college graduate	16%	20%	40%	23%
	College graduate	24%	27%	34%	14%
Race	White	21%	25%	35%	19%
	African American	16%	10%	55%	18%
	Latino	23%	19%	39%	19%
Age	18 to 29	17%	18%	39%	26%
	30 to 44	19%	27%	35%	19%
	45 to 59	19%	22%	39%	21%
	60 or older	22%	21%	41%	16%
Age	Under 45	18%	23%	37%	22%
	45 or older	20%	22%	39%	19%
Gender	Men	17%	24%	40%	19%
	Women	21%	22%	36%	20%
Interview Type	Landline	20%	23%	38%	18%
	Cell Phone	17%	21%	38%	24%

Marist Poll National Adults. Interviews conducted July 9th through July 11th, 2012, N=1010 MOE +/- 3.0 percentage points.

		National Adults		
		Which is more interesting to you:		
		Having the athletes of the United States win the most medals	Having new Olympic records set regardless of the country which the athlete represents	Unsure
		Row %	Row %	Row %
National Adults		50%	43%	7%
Plan to Watch Olympic Games		51%	45%	4%
Region	Northeast	44%	50%	6%
	Midwest	53%	40%	6%
	South	53%	39%	8%
	West	49%	46%	5%
Household Income	Less than \$50,000	50%	44%	6%
	\$50,000 or more	51%	43%	6%
Education	Not college graduate	54%	40%	6%
	College graduate	45%	49%	6%
Race	White	50%	43%	6%
	African American	60%	34%	6%
	Latino	51%	45%	4%
Age	18 to 29	44%	50%	6%
	30 to 44	50%	44%	6%
	45 to 59	53%	41%	6%
	60 or older	54%	38%	8%
Age	Under 45	47%	47%	6%
	45 or older	53%	40%	7%
Gender	Men	49%	45%	6%
	Women	52%	41%	7%
Interview Type	Landline	52%	43%	5%
	Cell Phone	46%	44%	10%

Marist Poll National Adults. Interviews conducted July 9th through July 11th, 2012, N=1010 MOE +/- 3.0 percentage points.

		National Adults					
		Who do you think will be America's strongest competitor for the 2012 Olympics?					
		Russia	China	Canada	Great Britain	Australia	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
National Adults		15%	41%	8%	7%	7%	21%
Plan to Watch Olympic Games		15%	46%	7%	8%	7%	17%
Region	Northeast	14%	38%	7%	7%	10%	24%
	Midwest	16%	40%	9%	7%	5%	23%
	South	13%	43%	8%	8%	8%	20%
	West	18%	40%	8%	7%	6%	20%
Household Income	Less than \$50,000	16%	38%	11%	8%	8%	19%
	\$50,000 or more	15%	46%	4%	8%	6%	20%
Education	Not college graduate	16%	35%	11%	8%	9%	21%
	College graduate	14%	50%	3%	7%	5%	22%
Race	White	14%	41%	8%	7%	6%	24%
	African American	23%	40%	6%	6%	8%	16%
	Latino	15%	33%	13%	13%	11%	15%
Age	18 to 29	18%	34%	12%	8%	15%	13%
	30 to 44	11%	48%	4%	12%	8%	17%
	45 to 59	17%	44%	7%	6%	5%	21%
	60 or older	14%	37%	8%	6%	5%	30%
Age	Under 45	14%	41%	8%	10%	11%	15%
	45 or older	16%	41%	8%	6%	5%	25%
Gender	Men	18%	45%	6%	6%	6%	18%
	Women	12%	37%	10%	9%	8%	25%
Interview Type	Landline	15%	41%	8%	8%	8%	20%
	Cell Phone	15%	40%	8%	6%	6%	25%

Marist Poll National Adults. Interviews conducted July 9th through July 11th, 2012, N=1010 MOE +/- 3.0 percentage points.

		Plan to Watch Olympic Games						
		Which event are you most looking forward to watching in the summer games:						
		Swimming	Diving	Track and Field	Basketball	Soccer	Gymnastics	Other
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Plan to Watch Olympic Games		23%	4%	18%	11%	10%	30%	4%
Region	Northeast	19%	8%	22%	10%	8%	27%	6%
	Midwest	17%	3%	24%	12%	8%	31%	5%
	South	27%	6%	12%	13%	10%	30%	4%
	West	25%	2%	18%	10%	12%	29%	3%
Household Income	Less than \$50,000	22%	5%	16%	13%	9%	31%	4%
	\$50,000 or more	24%	5%	19%	10%	11%	28%	3%
Education	Not college graduate	24%	4%	16%	11%	8%	32%	4%
	College graduate	23%	4%	20%	10%	12%	27%	3%
Race	White	24%	6%	16%	9%	10%	30%	4%
	African American	8%	1%	39%	31%	3%	15%	3%
	Latino	28%	0%	8%	6%	16%	40%	2%
Age	18 to 29	19%	1%	14%	16%	15%	33%	1%
	30 to 44	23%	6%	18%	11%	13%	24%	4%
	45 to 59	21%	6%	18%	10%	8%	31%	5%
	60 or older	26%	4%	20%	9%	6%	30%	5%
Age	Under 45	22%	4%	16%	14%	14%	28%	3%
	45 or older	23%	5%	19%	10%	7%	30%	5%
Gender	Men	24%	2%	28%	16%	12%	15%	3%
	Women	22%	6%	9%	7%	7%	44%	5%
Interview Type	Landline	24%	5%	18%	11%	9%	30%	3%
	Cell Phone	19%	3%	18%	14%	12%	28%	6%

Marist Poll National Adults who Plan to Watch the Olympic Games. Interviews conducted July 9th through July 11th, 2012, N=798 MOE +/- 3.0 percentage points.

		Plan to Watch Olympic Games					
		Who will be the biggest male star of the 2012 Olympic Games:					
		Michael Phelps	Usain Bolt	LeBron James	Oscar Pistorius	Ryan Lochte	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
Plan to Watch Olympic Games		50%	8%	17%	1%	5%	19%
Region	Northeast	49%	10%	14%	2%	5%	20%
	Midwest	49%	9%	18%	0%	3%	21%
	South	53%	6%	19%	0%	5%	17%
	West	48%	8%	15%	2%	6%	21%
Household Income	Less than \$50,000	46%	7%	20%	1%	6%	21%
	\$50,000 or more	55%	8%	15%	1%	5%	16%
Education	Not college graduate	50%	7%	17%	1%	4%	21%
	College graduate	51%	9%	17%	1%	7%	16%
Race	White	54%	5%	12%	1%	5%	23%
	African American	30%	22%	39%	1%	3%	6%
	Latino	49%	7%	19%	1%	8%	15%
Age	18 to 29	42%	16%	27%	0%	7%	8%
	30 to 44	56%	9%	16%	2%	7%	10%
	45 to 59	49%	5%	17%	1%	4%	24%
	60 or older	53%	5%	12%	1%	3%	27%
Age	Under 45	50%	12%	21%	1%	7%	9%
	45 or older	50%	5%	15%	1%	4%	25%
Gender	Men	48%	13%	17%	1%	6%	16%
	Women	53%	3%	16%	1%	4%	23%
Interview Type	Landline	51%	7%	15%	1%	4%	22%
	Cell Phone	48%	10%	23%	0%	6%	13%

Marist Poll National Adults who Plan to Watch the Olympic Games. Interviews conducted July 9th through July 11th, 2012, N=798 MOE +/- 3.0 percentage points.

		Plan to Watch Olympic Games					
		Who will be the biggest female star of the 2012 Olympic Games:					
		Allyson Felix	Serena Williams	Hope Solo	Jordyn Wieber	Lolo Jones	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
Plan to Watch Olympic Games		5%	43%	11%	7%	9%	26%
Region	Northeast	6%	45%	8%	4%	9%	28%
	Midwest	3%	42%	7%	11%	9%	27%
	South	5%	45%	12%	8%	7%	23%
	West	7%	37%	15%	3%	11%	28%
Household Income	Less than \$50,000	7%	45%	9%	7%	8%	24%
	\$50,000 or more	4%	42%	14%	6%	11%	23%
Education	Not college graduate	5%	43%	9%	8%	7%	28%
	College graduate	5%	42%	14%	5%	12%	22%
Race	White	4%	39%	12%	7%	9%	30%
	African American	12%	56%	7%	3%	10%	12%
	Latino	6%	49%	11%	8%	8%	18%
Age	18 to 29	5%	46%	18%	10%	9%	13%
	30 to 44	11%	43%	13%	5%	12%	16%
	45 to 59	4%	39%	9%	8%	9%	30%
	60 or older	2%	47%	6%	4%	6%	34%
Age	Under 45	8%	44%	15%	7%	11%	15%
	45 or older	3%	42%	8%	7%	8%	32%
Gender	Men	5%	41%	12%	6%	10%	27%
	Women	5%	45%	10%	8%	8%	25%
Interview Type	Landline	4%	43%	10%	6%	9%	27%
	Cell Phone	7%	41%	13%	8%	9%	23%

Marist Poll National National Adults who Plan to Watch the Olympic Games. Interviews conducted July 9th through July 11th, 2012, N=798 MOE +/- 3.0 percentage

		Plan to Watch Olympic Games			
		Do you plan to watch the Olympics:			
		Only on TV	Mostly on TV, and some online	Mostly online, and some on TV	Only online
		Row %	Row %	Row %	Row %
Plan to Watch Olympic Games		61%	31%	5%	3%
Region	Northeast	61%	33%	6%	0%
	Midwest	67%	24%	4%	6%
	South	65%	29%	5%	1%
	West	48%	39%	5%	8%
Household Income	Less than \$50,000	62%	28%	6%	3%
	\$50,000 or more	58%	34%	5%	4%
Education	Not college graduate	67%	27%	2%	4%
	College graduate	51%	36%	9%	3%
Race	White	65%	29%	4%	2%
	African American	78%	18%	4%	0%
	Latino	41%	46%	7%	6%
Age	18 to 29	49%	24%	13%	14%
	30 to 44	49%	42%	7%	3%
	45 to 59	60%	36%	3%	1%
	60 or older	79%	20%	1%	0%
Age	Under 45	49%	34%	9%	8%
	45 or older	68%	29%	2%	1%
Gender	Men	56%	33%	7%	5%
	Women	65%	29%	3%	2%
Interview Type	Landline	61%	34%	3%	2%
	Cell Phone	60%	22%	10%	8%

Marist Poll National Adults who Plan to Watch the Olympic Games. Interviews conducted July 9th through July 11th, 2012, N=798
MOE +/- 3.0 percentage points.