

		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