

		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.