



THE PEW RESEARCH CENTER
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High Marks for NBC's Coverage

Eight-in-Ten Following Olympics on TV or Digitally

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High Marks for NBC's Coverage Eight-in-Ten Following Olympics on TV or Digitally

Large majorities of Americans are following coverage of the Olympic Games in London. Nearly eight-in-ten (78%) say they have watched or followed Olympic coverage either on television, online or on social networks.

Television remains far-and-away the leading platform for Olympic coverage; 73% say they have watched coverage on television. Still, 17% say they have watched online or digitally and 12% report they have followed Olympic coverage on social networking sites like Facebook or Twitter. Most Olympic followers (68%) say they are watching events in the evening after they have already occurred. At the same time, almost a quarter (23%) say they are watching live during the day.

The latest national survey by the Pew Research Center for the People & the Press and the Pew Internet & American Life Project, conducted August 2-5, 2012 among 1,005 adults, finds that NBC's coverage of the Olympics receives high marks from the public. Overall, 76% of Olympic-watchers describe the coverage as excellent (29%) or good (47%); 18% describe it as only fair (13%) or poor (5%).

Although there has been criticism of NBC's coverage expressed online on social media sites like Twitter, the coverage is rated about equally well by those who are watching online and following on social networks (70% excellent/good) and those watching on television (77%). There is also little difference in the ratings given by those watching events live (85% excellent/good) and those watching in the evening after the events have occurred (75%).

Following the Olympics

	Yes %	No %	DK %
Watched coverage on television	73	27	0=100
Watched coverage online or digitally	17	83	*=100
Followed coverage on social networking sites like Facebook, Twitter	12	88	*=100

PEW RESEARCH CENTER August 2-5, 2012. Figures may not add to 100% because of rounding.

NBC's Coverage Highly Rated; Most Watching in Evening

	August 2-5 %
Watching live	23
In evening after events have occurred	68
Don't know	9
	100
<i>NBC's coverage has been ...</i>	
Excellent	29
Good	47
Only fair	13
Poor	5
Don't know	6
	100
N	799

PEW RESEARCH CENTER August 2-5, 2012. Based on those watching/following the Olympics. Figures may not add to 100% because of rounding.

Young people under the age of 30 are much more likely to have followed Olympic coverage on social networking sites than are older Americans. About three-in-ten (31%) of those ages 18-29 have followed coverage on social networking sites like Facebook or Twitter, compared with 11% of those 30-49, 6% of those 50-64, and just 2% of those 65 and older.

Following Olympic coverage online and on social networks appears to be a supplement rather than a replacement for television viewing. Among those following the Olympics online or on social networks, most (79%) say they are also watching Olympic coverage on television.

The poll finds that those following coverage online or on social networks are no more likely to say they are watching events live than those watching Olympic coverage on television.

More Young People Following Olympics on Social Networks

Watched/followed Olympics on ...

	Television	Online	Social networking sites
	%	%	%
Total	73	17	12
18-29	66	21	31
30-49	76	22	11
50-64	74	15	6
65+	73	8	2
College grad+	82	24	14
Some college	78	20	15
HS or less	64	10	9
<i>Family income ...</i>			
\$75,000+	84	24	11
\$30,000-\$75,000	74	19	14
<\$30,000	65	11	13

PEW RESEARCH CENTER August 2-5, 2012.

About the Survey

The analysis in this report is based on telephone interviews conducted August 2-5, 2012 among a national sample of 1,005 adults 18 years of age or older living in the continental United States (600 respondents were interviewed on a landline telephone, and 405 were interviewed on a cell phone, including 196 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see: <http://people-press.org/methodology/>.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the March 2011 Census Bureau's Current Population Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status, based on extrapolations from the 2011 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus ...
Total sample	1,005	3.6 percentage points
Watched/Followed Olympics	799	4.0 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

**PEW RESEARCH CENTER
August 2-5, 2012 OMNIBUS
FINAL TOPLINE
N=1,005**

PEW.1 HELD FOR FUTURE RELEASE

NO QUESTION PEW.2

ASK ALL:

Thinking about the Olympics ...

PEW.3 Have you ... **[INSERT ITEMS IN ORDER]**, or not?

	<u>Yes</u>	<u>No</u>	(VOL.) <u>DK/Ref</u>
a. Watched any Olympic coverage on television August 2-5, 2012	73	27	0
b. Watched any Olympic coverage online or digitally August 2-5, 2012	17	83	*
c. Followed any Olympic coverage on social networking sites like Facebook or Twitter August 2-5, 2012	12	88	*

ASK IF WATCHING/FOLLOWING OLYMPICS [PEW.3a=1 OR PEW.3b=1 OR PEW.3c=1] [N=799]:

PEW.4 In general, are you following Olympic events LIVE as they occur over the course of the day, or are you watching events that are broadcast in the evening, even if they have already occurred?

August 2-5

2012

23	Watching live
68	Watching in evening after occurred
9	Don't know/Refused (VOL.)

ASK IF WATCHING/FOLLOWING OLYMPICS [PEW.3a=1 OR PEW.3b=1 OR PEW.3c=1] [N=799]:

PEW.5 Overall, how would you rate NBC's coverage of the London Olympics? Would you say the coverage has been excellent, good, only fair, or poor?

August 2-5

2012

29	Excellent
47	Good
13	Only fair
5	Poor
6	Don't know/Refused (VOL.)

PEW.6-PEW.7 HELD FOR FUTURE RELEASE