

**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