



# MORNING CONSULT

Morning Consult  
National Tracking Poll #180126  
February 01-04, 2018

## Crosstabulation Results

### Methodology:

This poll was conducted from February 01-04, 2018, among a national sample of 1354 Adults Very or Somewhat Likely to Watch Olympics. The interviews were conducted online and the data were weighted to approximate a target sample of Adults Very or Somewhat Likely to Watch Olympics based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 3 percentage points.



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## Crosstabulation Results by Respondent Demographics

**Table BRD13:** Which of the following do you prefer?

Demographic	The Winter Olympics		The Summer Olympics		I like both equally		I dont like either		Don't Know / No Opinion		Total N
Adults	20%	(275)	23%	(309)	54%	(732)	1%	(17)	2%	(20)	1354
Gender: Male	20%	(142)	27%	(191)	50%	(353)	1%	(9)	1%	(5)	699
Gender: Female	20%	(134)	18%	(117)	58%	(380)	1%	(8)	2%	(16)	655
Age: 18-29	23%	(62)	34%	(90)	40%	(107)	1%	(3)	2%	(4)	267
Age: 30-44	20%	(70)	30%	(102)	46%	(157)	2%	(8)	2%	(7)	345
Age: 45-54	24%	(51)	17%	(36)	57%	(122)	1%	(2)	2%	(4)	216
Age: 55-64	17%	(43)	19%	(46)	63%	(155)	—	(0)	1%	(2)	246
Age: 65+	18%	(50)	12%	(34)	68%	(191)	2%	(4)	1%	(2)	281
PID: Dem (no lean)	19%	(90)	23%	(109)	56%	(269)	1%	(7)	1%	(7)	482
PID: Ind (no lean)	18%	(77)	24%	(100)	54%	(225)	1%	(5)	2%	(8)	415
PID: Rep (no lean)	24%	(109)	22%	(100)	52%	(238)	1%	(5)	1%	(6)	458
PID/Gender: Dem Men	16%	(36)	26%	(60)	56%	(129)	1%	(2)	1%	(3)	230
PID/Gender: Dem Women	22%	(54)	19%	(48)	56%	(140)	2%	(5)	2%	(4)	251
PID/Gender: Ind Men	19%	(39)	29%	(60)	50%	(103)	1%	(2)	1%	(1)	205
PID/Gender: Ind Women	18%	(38)	19%	(40)	58%	(122)	2%	(3)	3%	(7)	210
PID/Gender: Rep Men	25%	(67)	27%	(71)	46%	(121)	2%	(5)	—	(1)	264
PID/Gender: Rep Women	22%	(42)	15%	(29)	61%	(118)	—	(1)	3%	(5)	193
Tea Party: Supporter	22%	(93)	28%	(114)	48%	(198)	1%	(6)	1%	(4)	414
Tea Party: Not Supporter	19%	(176)	21%	(192)	57%	(533)	1%	(12)	2%	(16)	929
Ideo: Liberal (1-3)	21%	(99)	28%	(131)	49%	(233)	2%	(7)	1%	(5)	476
Ideo: Moderate (4)	19%	(62)	25%	(81)	54%	(176)	1%	(4)	2%	(5)	329
Ideo: Conservative (5-7)	22%	(98)	19%	(84)	57%	(257)	1%	(4)	1%	(6)	449
Educ: < College	19%	(173)	21%	(184)	57%	(506)	2%	(15)	2%	(16)	894
Educ: Bachelors degree	23%	(70)	26%	(79)	50%	(153)	1%	(2)	1%	(2)	306
Educ: Post-grad	21%	(32)	29%	(45)	48%	(73)	1%	(1)	1%	(2)	154
Income: Under 50k	21%	(152)	21%	(155)	55%	(402)	1%	(11)	2%	(11)	731
Income: 50k-100k	19%	(83)	24%	(105)	55%	(238)	1%	(4)	2%	(7)	437
Income: 100k+	22%	(40)	26%	(48)	50%	(93)	2%	(3)	1%	(2)	186

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**Table BRD13: Which of the following do you prefer?**

Demographic	The Winter Olympics		The Summer Olympics		I like both equally		I dont like either		Don't Know / No Opinion		Total N
Adults	20%	(275)	23%	(309)	54%	(732)	1%	(17)	2%	(20)	1354
Ethnicity: White	23%	(246)	20%	(218)	55%	(597)	1%	(12)	1%	(12)	1085
Ethnicity: Hispanic	16%	(33)	37%	(76)	45%	(91)	1%	(2)	1%	(2)	205
Ethnicity: Afr. Am.	9%	(14)	38%	(60)	48%	(75)	3%	(5)	2%	(4)	158
Ethnicity: Other	14%	(15)	28%	(31)	55%	(60)	—	(0)	4%	(4)	111
Relig: Protestant	20%	(69)	22%	(78)	56%	(196)	1%	(3)	1%	(3)	349
Relig: Roman Catholic	25%	(79)	23%	(73)	51%	(163)	1%	(3)	1%	(2)	320
Relig: Ath./Agn./None	21%	(64)	23%	(69)	51%	(158)	3%	(8)	3%	(8)	307
Relig: Something Else	18%	(44)	24%	(59)	55%	(133)	—	(1)	2%	(5)	243
Relig: Evangelical	19%	(72)	24%	(89)	55%	(205)	1%	(4)	1%	(3)	373
Relig: Non-Evang. Catholics	22%	(96)	21%	(91)	55%	(234)	1%	(5)	1%	(4)	429
Relig: All Christian	21%	(168)	22%	(179)	55%	(439)	1%	(8)	1%	(7)	801
Relig: All Non-Christian	20%	(108)	23%	(129)	53%	(291)	2%	(9)	2%	(13)	549
Community: Urban	18%	(64)	24%	(86)	55%	(194)	2%	(6)	1%	(5)	355
Community: Suburban	19%	(124)	23%	(147)	55%	(351)	1%	(9)	1%	(8)	638
Community: Rural	24%	(87)	21%	(76)	52%	(188)	1%	(3)	2%	(8)	361
Employ: Private Sector	20%	(88)	30%	(132)	47%	(204)	1%	(3)	2%	(7)	434
Employ: Government	20%	(19)	31%	(29)	46%	(43)	1%	(1)	1%	(1)	93
Employ: Self-Employed	29%	(35)	17%	(20)	49%	(58)	3%	(4)	2%	(2)	119
Employ: Homemaker	27%	(24)	10%	(9)	62%	(54)	1%	(1)	1%	(1)	88
Employ: Student	15%	(12)	43%	(35)	38%	(31)	—	(0)	4%	(3)	82
Employ: Retired	19%	(60)	12%	(40)	67%	(214)	2%	(6)	—	(1)	321
Employ: Unemployed	18%	(20)	21%	(22)	58%	(63)	1%	(1)	2%	(2)	108
Employ: Other	17%	(18)	20%	(22)	59%	(65)	2%	(2)	3%	(3)	110
Military HH: Yes	20%	(58)	20%	(57)	57%	(163)	—	(1)	2%	(6)	285
Military HH: No	20%	(218)	24%	(252)	53%	(570)	2%	(16)	1%	(14)	1069
RD/WT: Right Direction	23%	(142)	23%	(144)	51%	(315)	2%	(10)	1%	(8)	619
RD/WT: Wrong Track	18%	(134)	22%	(164)	57%	(418)	1%	(8)	2%	(12)	735
Strongly Approve	25%	(82)	23%	(76)	50%	(162)	1%	(2)	1%	(2)	324
Somewhat Approve	20%	(59)	20%	(60)	56%	(167)	2%	(5)	2%	(7)	299
Somewhat Disapprove	15%	(29)	28%	(54)	52%	(100)	2%	(4)	2%	(4)	191
Strongly Disapprove	20%	(99)	22%	(111)	56%	(287)	1%	(6)	1%	(6)	508

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**Table BRD13: Which of the following do you prefer?**

Demographic	The Winter Olympics		The Summer Olympics		I like both equally		I dont like either		Don't Know / No Opinion		Total N
Adults	20%	(275)	23%	(309)	54%	(732)	1%	(17)	2%	(20)	1354
#1 Issue: Economy	22%	(80)	24%	(91)	52%	(194)	1%	(2)	1%	(5)	373
#1 Issue: Security	20%	(46)	21%	(48)	57%	(131)	2%	(5)	1%	(1)	232
#1 Issue: Health Care	20%	(53)	23%	(61)	53%	(139)	1%	(4)	2%	(5)	261
#1 Issue: Medicare / S.S.	18%	(39)	16%	(34)	65%	(141)	1%	(3)	—	(1)	217
#1 Issue: Women's Issues	23%	(16)	35%	(25)	37%	(26)	1%	(1)	4%	(3)	70
#1 Issue: Education	15%	(14)	31%	(28)	51%	(47)	—	(0)	3%	(2)	92
#1 Issue: Energy	24%	(17)	28%	(19)	47%	(33)	1%	(1)	—	(0)	69
2016 Vote: Dem H. Clinton	18%	(88)	22%	(108)	58%	(289)	1%	(4)	2%	(10)	498
2016 Vote: Rep. D. Trump	22%	(107)	21%	(102)	55%	(263)	2%	(8)	—	(2)	483
2016 Vote: Someone Else	24%	(26)	26%	(29)	45%	(50)	3%	(3)	2%	(2)	111
2012 Vote: Barack Obama	19%	(106)	20%	(113)	58%	(323)	1%	(6)	1%	(8)	555
2012 Vote: Mitt Romney	23%	(87)	19%	(74)	55%	(211)	2%	(7)	1%	(6)	385
2012 Vote: Other	27%	(15)	27%	(15)	45%	(26)	—	(0)	1%	(1)	57
2012 Vote: Didn't Vote	19%	(67)	29%	(103)	49%	(173)	1%	(4)	2%	(6)	353
4-Region: Northeast	20%	(54)	22%	(57)	56%	(149)	1%	(2)	1%	(3)	265
4-Region: Midwest	19%	(50)	20%	(51)	57%	(147)	3%	(7)	2%	(4)	260
4-Region: South	20%	(100)	25%	(126)	51%	(252)	1%	(7)	2%	(9)	494
4-Region: West	21%	(71)	22%	(74)	55%	(185)	—	(1)	1%	(4)	335
Apple Mac Owner: Yes	23%	(71)	29%	(90)	46%	(145)	1%	(2)	2%	(5)	313
Apple Mac Owner: No	20%	(205)	21%	(218)	56%	(588)	1%	(15)	1%	(15)	1042
Apple iPad Owner: Yes	20%	(95)	27%	(123)	51%	(234)	1%	(3)	2%	(8)	462
Apple iPad Owner: No	20%	(181)	21%	(186)	56%	(499)	2%	(14)	1%	(13)	892
Apple iPhone Owner: Yes	20%	(111)	28%	(154)	50%	(274)	1%	(3)	1%	(8)	550
Apple iPhone Owner: No	20%	(164)	19%	(155)	57%	(458)	2%	(14)	2%	(13)	804
Amazon Echo Owner: Yes	26%	(71)	29%	(80)	43%	(120)	2%	(5)	1%	(2)	279
Amazon Echo Owner: No	19%	(204)	21%	(228)	57%	(612)	1%	(12)	2%	(18)	1075
Google Home Owner: Yes	23%	(51)	32%	(73)	43%	(98)	1%	(3)	1%	(1)	226
Google Home Owner: No	20%	(224)	21%	(236)	56%	(635)	1%	(15)	2%	(19)	1128
Windows Owner: Yes	20%	(209)	23%	(235)	54%	(554)	1%	(15)	1%	(15)	1028
Windows Owner: No	20%	(66)	23%	(74)	55%	(178)	1%	(2)	2%	(5)	326

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**Table BRD13:** Which of the following do you prefer?

Demographic	The Winter Olympics	The Summer Olympics	I like both equally	I dont like either	Don't Know / No Opinion	Total N
Adults	20% (275)	23% (309)	54% (732)	1% (17)	2% (20)	1354
Other Smart Speaker Owner: Yes	22% (46)	30% (64)	45% (97)	2% (5)	1% (2)	214
Other Smart Speaker Owner: No	20% (229)	21% (245)	56% (636)	1% (13)	2% (18)	1140

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD14:** How likely are you to watch the Winter Olympics in Pyeongchang, South Korea, which will run from Friday, February 9 to Sunday, February 25, 2018?

Demographic	Very likely		Somewhat likely		Total N
Adults	52%	(704)	48%	(650)	1354
Gender: Male	54%	(377)	46%	(323)	699
Gender: Female	50%	(328)	50%	(327)	655
Age: 18-29	41%	(110)	59%	(157)	267
Age: 30-44	52%	(179)	48%	(166)	345
Age: 45-54	52%	(111)	48%	(105)	216
Age: 55-64	55%	(135)	45%	(110)	246
Age: 65+	60%	(169)	40%	(112)	281
PID: Dem (no lean)	53%	(254)	47%	(228)	482
PID: Ind (no lean)	46%	(189)	54%	(226)	415
PID: Rep (no lean)	57%	(261)	43%	(196)	458
PID/Gender: Dem Men	57%	(131)	43%	(100)	230
PID/Gender: Dem Women	49%	(123)	51%	(128)	251
PID/Gender: Ind Men	45%	(92)	55%	(113)	205
PID/Gender: Ind Women	46%	(97)	54%	(113)	210
PID/Gender: Rep Men	58%	(154)	42%	(111)	264
PID/Gender: Rep Women	56%	(108)	44%	(86)	193
Tea Party: Supporter	51%	(213)	49%	(201)	414
Tea Party: Not Supporter	52%	(485)	48%	(444)	929
Ideo: Liberal (1-3)	55%	(263)	45%	(213)	476
Ideo: Moderate (4)	50%	(166)	50%	(163)	329
Ideo: Conservative (5-7)	51%	(230)	49%	(219)	449
Educ: < College	47%	(419)	53%	(475)	894
Educ: Bachelors degree	59%	(182)	41%	(125)	306
Educ: Post-grad	67%	(104)	33%	(51)	154
Income: Under 50k	49%	(357)	51%	(374)	731
Income: 50k-100k	55%	(238)	45%	(198)	437
Income: 100k+	58%	(109)	42%	(77)	186
Ethnicity: White	53%	(580)	47%	(506)	1085

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**Table BRD14:** How likely are you to watch the Winter Olympics in Pyeongchang, South Korea, which will run from Friday, February 9 to Sunday, February 25, 2018?

Demographic	Very likely		Somewhat likely		Total N
Adults	52%	(704)	48%	(650)	1354
Ethnicity: Hispanic	44%	(91)	56%	(114)	205
Ethnicity: Afr. Am.	47%	(75)	53%	(83)	158
Ethnicity: Other	45%	(50)	55%	(61)	111
Relig: Protestant	62%	(215)	38%	(134)	349
Relig: Roman Catholic	60%	(191)	40%	(129)	320
Relig: Ath./Agn./None	44%	(136)	56%	(171)	307
Relig: Something Else	46%	(112)	54%	(130)	243
Relig: Evangelical	53%	(197)	47%	(175)	373
Relig: Non-Evang. Catholics	60%	(256)	40%	(173)	429
Relig: All Christian	57%	(453)	43%	(348)	801
Relig: All Non-Christian	45%	(248)	55%	(301)	549
Community: Urban	57%	(203)	43%	(152)	355
Community: Suburban	53%	(337)	47%	(301)	638
Community: Rural	46%	(164)	54%	(197)	361
Employ: Private Sector	52%	(228)	48%	(206)	434
Employ: Government	56%	(52)	44%	(41)	93
Employ: Self-Employed	47%	(55)	53%	(63)	119
Employ: Homemaker	64%	(57)	36%	(31)	88
Employ: Student	35%	(29)	65%	(53)	82
Employ: Retired	57%	(181)	43%	(139)	321
Employ: Unemployed	44%	(47)	56%	(60)	108
Employ: Other	50%	(55)	50%	(55)	110
Military HH: Yes	55%	(156)	45%	(128)	285
Military HH: No	51%	(548)	49%	(522)	1069
RD/WT: Right Direction	54%	(337)	46%	(282)	619
RD/WT: Wrong Track	50%	(367)	50%	(368)	735
Strongly Approve	61%	(197)	39%	(127)	324
Somewhat Approve	45%	(136)	55%	(163)	299
Somewhat Disapprove	53%	(102)	47%	(89)	191
Strongly Disapprove	51%	(260)	49%	(248)	508

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**Table BRD14:** How likely are you to watch the Winter Olympics in Pyeongchang, South Korea, which will run from Friday, February 9 to Sunday, February 25, 2018?

Demographic	Very likely	Somewhat likely	Total N
Adults	52% (704)	48% (650)	1354
#1 Issue: Economy	51% (190)	49% (183)	373
#1 Issue: Security	59% (137)	41% (95)	232
#1 Issue: Health Care	48% (126)	52% (134)	261
#1 Issue: Medicare / S.S.	55% (119)	45% (98)	217
#1 Issue: Women's Issues	44% (31)	56% (39)	70
#1 Issue: Education	39% (36)	61% (56)	92
#1 Issue: Energy	58% (40)	42% (29)	69
2016 Vote: Dem H. Clinton	57% (281)	43% (216)	498
2016 Vote: Rep. D. Trump	52% (252)	48% (230)	483
2016 Vote: Someone Else	54% (60)	46% (52)	111
2012 Vote: Barack Obama	59% (326)	41% (230)	555
2012 Vote: Mitt Romney	55% (211)	45% (173)	385
2012 Vote: Other	48% (27)	52% (30)	57
2012 Vote: Didn't Vote	40% (140)	60% (214)	353
4-Region: Northeast	56% (149)	44% (116)	265
4-Region: Midwest	52% (134)	48% (126)	260
4-Region: South	49% (244)	51% (250)	494
4-Region: West	53% (177)	47% (158)	335
Apple Mac Owner: Yes	60% (187)	40% (126)	313
Apple Mac Owner: No	50% (517)	50% (524)	1042
Apple iPad Owner: Yes	59% (273)	41% (189)	462
Apple iPad Owner: No	48% (431)	52% (461)	892
Apple iPhone Owner: Yes	55% (303)	45% (247)	550
Apple iPhone Owner: No	50% (401)	50% (403)	804
Amazon Echo Owner: Yes	55% (153)	45% (127)	279
Amazon Echo Owner: No	51% (552)	49% (524)	1075
Google Home Owner: Yes	61% (137)	39% (88)	226
Google Home Owner: No	50% (567)	50% (562)	1128
Windows Owner: Yes	53% (540)	47% (488)	1028
Windows Owner: No	50% (164)	50% (162)	326

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**Table BRD14:** How likely are you to watch the Winter Olympics in Pyeongchang, South Korea, which will run from Friday, February 9 to Sunday, February 25, 2018?

Demographic	Very likely	Somewhat likely	Total N
Adults	52% (704)	48% (650)	1354
Other Smart Speaker Owner: Yes	54% (116)	46% (98)	214
Other Smart Speaker Owner: No	52% (588)	48% (552)	1140

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD15: And how do you plan to watch the Olympics?**

Demographic	Only on TV	Mostly on TV	Equally on TV or online	Mostly online	Only online	Don't Know / No Opinion	Total N
Adults	55% (751)	23% (316)	14% (190)	5% (62)	2% (22)	1% (12)	1354
Gender: Male	51% (358)	25% (173)	16% (113)	5% (37)	2% (13)	1% (6)	699
Gender: Female	60% (393)	22% (143)	12% (78)	4% (25)	1% (10)	1% (7)	655
Age: 18-29	34% (90)	29% (78)	20% (54)	11% (28)	5% (13)	1% (3)	267
Age: 30-44	48% (165)	21% (72)	20% (70)	6% (22)	2% (8)	2% (7)	345
Age: 45-54	52% (113)	30% (65)	14% (31)	3% (6)	— (0)	1% (2)	216
Age: 55-64	69% (169)	22% (53)	7% (17)	2% (5)	— (1)	— (1)	246
Age: 65+	76% (215)	17% (47)	6% (18)	— (1)	— (0)	— (0)	281
PID: Dem (no lean)	53% (256)	23% (110)	18% (89)	3% (16)	1% (7)	1% (5)	482
PID: Ind (no lean)	54% (223)	25% (102)	11% (46)	7% (30)	2% (10)	1% (4)	415
PID: Rep (no lean)	59% (272)	23% (104)	12% (55)	3% (16)	1% (6)	1% (4)	458
PID/Gender: Dem Men	49% (112)	22% (52)	22% (50)	4% (9)	2% (4)	1% (3)	230
PID/Gender: Dem Women	57% (143)	23% (58)	15% (39)	3% (7)	1% (3)	1% (1)	251
PID/Gender: Ind Men	48% (98)	27% (55)	14% (29)	8% (17)	2% (4)	1% (1)	205
PID/Gender: Ind Women	59% (125)	22% (47)	8% (17)	6% (13)	3% (5)	2% (3)	210
PID/Gender: Rep Men	56% (147)	25% (66)	13% (33)	4% (11)	2% (5)	1% (1)	264
PID/Gender: Rep Women	65% (125)	20% (38)	11% (22)	2% (5)	1% (1)	1% (2)	193
Tea Party: Supporter	52% (215)	26% (108)	17% (69)	3% (14)	1% (5)	1% (3)	414
Tea Party: Not Supporter	57% (532)	22% (205)	13% (118)	5% (48)	2% (17)	1% (9)	929
Ideo: Liberal (1-3)	50% (236)	23% (111)	19% (90)	6% (29)	1% (7)	1% (3)	476
Ideo: Moderate (4)	57% (188)	22% (71)	14% (47)	5% (17)	2% (5)	— (1)	329
Ideo: Conservative (5-7)	62% (278)	23% (106)	10% (46)	2% (11)	2% (7)	— (2)	449
Educ: < College	58% (518)	22% (197)	13% (114)	5% (42)	1% (13)	1% (10)	894
Educ: Bachelors degree	55% (167)	24% (75)	15% (45)	4% (11)	2% (6)	1% (2)	306
Educ: Post-grad	43% (66)	29% (44)	20% (31)	6% (9)	2% (3)	1% (1)	154
Income: Under 50k	58% (423)	21% (155)	13% (97)	5% (34)	2% (14)	1% (9)	731
Income: 50k-100k	51% (225)	25% (109)	16% (68)	6% (24)	2% (9)	1% (3)	437
Income: 100k+	56% (104)	28% (53)	13% (25)	2% (4)	— (0)	1% (1)	186
Ethnicity: White	59% (639)	23% (252)	12% (127)	4% (43)	2% (17)	1% (8)	1085
Ethnicity: Hispanic	42% (85)	25% (52)	25% (51)	6% (13)	1% (3)	1% (1)	205

Continued on next page

**Table BRD15: And how do you plan to watch the Olympics?**

Demographic	Only on TV	Mostly on TV	Equally on TV or online	Mostly online	Only online	Don't Know / No Opinion	Total N
Adults	55% (751)	23% (316)	14% (190)	5% (62)	2% (22)	1% (12)	1354
Ethnicity: Afr. Am.	48% (75)	24% (39)	21% (34)	4% (6)	1% (2)	1% (2)	158
Ethnicity: Other	34% (37)	23% (26)	27% (30)	12% (13)	3% (3)	2% (2)	111
Relig: Protestant	62% (217)	24% (83)	12% (40)	1% (4)	1% (4)	— (0)	349
Relig: Roman Catholic	59% (190)	24% (77)	13% (42)	2% (6)	1% (4)	— (0)	320
Relig: Ath./Agn./None	51% (158)	23% (72)	13% (39)	8% (24)	3% (9)	2% (6)	307
Relig: Something Else	40% (97)	27% (66)	21% (51)	10% (23)	2% (4)	1% (1)	243
Relig: Evangelical	57% (211)	21% (79)	18% (66)	2% (7)	1% (4)	1% (5)	373
Relig: Non-Evang. Catholics	66% (282)	23% (99)	8% (34)	2% (8)	1% (5)	— (0)	429
Relig: All Christian	62% (493)	22% (178)	13% (101)	2% (15)	1% (9)	1% (5)	801
Relig: All Non-Christian	46% (254)	25% (138)	16% (90)	9% (47)	2% (13)	1% (7)	549
Community: Urban	51% (182)	21% (75)	19% (69)	7% (24)	1% (3)	1% (2)	355
Community: Suburban	55% (353)	26% (165)	12% (80)	4% (26)	1% (8)	1% (7)	638
Community: Rural	60% (217)	21% (76)	12% (42)	3% (12)	3% (12)	1% (3)	361
Employ: Private Sector	48% (210)	26% (111)	19% (81)	5% (21)	2% (8)	1% (3)	434
Employ: Government	41% (38)	30% (28)	22% (20)	3% (3)	3% (2)	1% (1)	93
Employ: Self-Employed	41% (49)	29% (34)	19% (22)	6% (7)	2% (2)	3% (4)	119
Employ: Homemaker	61% (53)	23% (20)	10% (9)	4% (4)	2% (1)	1% (1)	88
Employ: Student	34% (28)	30% (24)	22% (18)	10% (9)	2% (2)	1% (1)	82
Employ: Retired	77% (248)	16% (50)	6% (18)	1% (4)	— (0)	— (0)	321
Employ: Unemployed	56% (61)	17% (19)	10% (11)	10% (11)	6% (6)	1% (1)	108
Employ: Other	58% (64)	26% (29)	11% (12)	3% (3)	— (0)	2% (3)	110
Military HH: Yes	58% (166)	21% (59)	17% (49)	3% (8)	— (1)	1% (1)	285
Military HH: No	55% (585)	24% (257)	13% (141)	5% (54)	2% (21)	1% (11)	1069
RD/WT: Right Direction	58% (360)	25% (153)	12% (77)	3% (18)	1% (8)	— (3)	619
RD/WT: Wrong Track	53% (391)	22% (163)	15% (113)	6% (44)	2% (14)	1% (10)	735
Strongly Approve	64% (208)	21% (67)	12% (39)	2% (5)	1% (3)	1% (2)	324
Somewhat Approve	51% (151)	28% (85)	14% (43)	5% (15)	1% (3)	1% (2)	299
Somewhat Disapprove	50% (96)	27% (52)	16% (31)	4% (8)	2% (3)	— (0)	191
Strongly Disapprove	56% (282)	21% (108)	14% (71)	6% (31)	2% (10)	1% (5)	508

Continued on next page

**Table BRD15: And how do you plan to watch the Olympics?**

Demographic	Only on TV	Mostly on TV	Equally on TV or online	Mostly online	Only online	Don't Know / No Opinion	Total N
Adults	55% (751)	23% (316)	14% (190)	5% (62)	2% (22)	1% (12)	1354
#1 Issue: Economy	52% (195)	26% (96)	14% (52)	6% (22)	1% (5)	1% (3)	373
#1 Issue: Security	58% (135)	22% (51)	15% (35)	2% (6)	1% (2)	1% (3)	232
#1 Issue: Health Care	53% (139)	22% (58)	17% (43)	6% (15)	2% (4)	— (1)	261
#1 Issue: Medicare / S.S.	72% (155)	18% (39)	8% (16)	2% (4)	— (0)	1% (1)	217
#1 Issue: Women's Issues	46% (32)	31% (22)	12% (8)	8% (5)	2% (1)	2% (1)	70
#1 Issue: Education	47% (43)	20% (18)	23% (21)	3% (3)	4% (4)	3% (3)	92
#1 Issue: Energy	38% (26)	37% (25)	14% (10)	7% (5)	4% (3)	— (0)	69
2016 Vote: Dem H. Clinton	55% (274)	23% (114)	16% (79)	5% (24)	1% (5)	1% (3)	498
2016 Vote: Rep. D. Trump	60% (290)	25% (122)	11% (53)	2% (9)	1% (5)	1% (3)	483
2016 Vote: Someone Else	47% (52)	24% (26)	14% (16)	12% (14)	2% (2)	1% (1)	111
2012 Vote: Barack Obama	57% (317)	23% (126)	14% (80)	4% (24)	1% (4)	1% (5)	555
2012 Vote: Mitt Romney	63% (242)	23% (89)	11% (41)	2% (9)	1% (2)	— (2)	385
2012 Vote: Other	42% (24)	31% (17)	16% (9)	11% (6)	1% (0)	— (0)	57
2012 Vote: Didn't Vote	47% (165)	24% (83)	17% (61)	6% (23)	4% (15)	2% (6)	353
4-Region: Northeast	61% (162)	22% (58)	13% (34)	4% (10)	1% (2)	— (0)	265
4-Region: Midwest	57% (148)	22% (57)	13% (34)	5% (12)	2% (6)	1% (3)	260
4-Region: South	53% (262)	24% (119)	15% (76)	5% (23)	2% (9)	1% (5)	494
4-Region: West	53% (179)	25% (83)	14% (46)	5% (17)	1% (5)	1% (5)	335
Apple Mac Owner: Yes	44% (139)	29% (91)	18% (56)	5% (17)	2% (5)	1% (4)	313
Apple Mac Owner: No	59% (612)	22% (225)	13% (134)	4% (45)	2% (17)	1% (8)	1042
Apple iPad Owner: Yes	48% (224)	30% (139)	15% (69)	4% (20)	1% (5)	1% (6)	462
Apple iPad Owner: No	59% (527)	20% (177)	14% (122)	5% (42)	2% (18)	1% (7)	892
Apple iPhone Owner: Yes	50% (275)	27% (148)	16% (86)	5% (26)	2% (10)	1% (4)	550
Apple iPhone Owner: No	59% (476)	21% (168)	13% (105)	4% (36)	1% (12)	1% (8)	804
Amazon Echo Owner: Yes	45% (125)	28% (78)	21% (59)	5% (14)	— (1)	1% (3)	279
Amazon Echo Owner: No	58% (626)	22% (238)	12% (131)	5% (48)	2% (22)	1% (9)	1075
Google Home Owner: Yes	49% (110)	25% (57)	22% (50)	3% (6)	1% (1)	1% (1)	226
Google Home Owner: No	57% (641)	23% (259)	12% (140)	5% (56)	2% (21)	1% (11)	1128
Windows Owner: Yes	57% (586)	23% (237)	13% (135)	4% (44)	2% (17)	1% (8)	1028
Windows Owner: No	51% (165)	24% (79)	17% (55)	6% (18)	2% (5)	1% (4)	326

Continued on next page

**Table BRD15:** *And how do you plan to watch the Olympics?*

<b>Demographic</b>	<b>Only on TV</b>	<b>Mostly on TV</b>	<b>Equally on TV or online</b>	<b>Mostly online</b>	<b>Only online</b>	<b>Don't Know / No Opinion</b>	<b>Total N</b>
Adults	55% (751)	23% (316)	14% (190)	5% (62)	2% (22)	1% (12)	1354
Other Smart Speaker Owner: Yes	44% (94)	30% (63)	21% (46)	3% (6)	1% (2)	1% (2)	214
Other Smart Speaker Owner: No	58% (657)	22% (253)	13% (144)	5% (56)	2% (20)	1% (10)	1140

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table BRD16:** As you may know, South Korea's time zone is 14 hours ahead of New York and 17 hours ahead of Los Angeles. This means many events will be aired or livestreamed quite late for many people in the United States. Knowing this, will you...

Demographic	Actively try to avoid finding out the results of events you care about before you are able to watch them	Actively try to find the results for events you care about as they happen	Neither, it doesn't matter if you know the results of the events before they air	Total N
Adults	30% (409)	22% (302)	47% (643)	1354
Gender: Male	34% (240)	27% (192)	38% (268)	699
Gender: Female	26% (169)	17% (110)	57% (375)	655
Age: 18-29	39% (105)	34% (92)	26% (71)	267
Age: 30-44	35% (119)	26% (89)	39% (136)	345
Age: 45-54	30% (65)	18% (39)	52% (112)	216
Age: 55-64	23% (56)	17% (42)	60% (147)	246
Age: 65+	23% (63)	14% (41)	63% (177)	281
PID: Dem (no lean)	29% (140)	25% (120)	46% (222)	482
PID: Ind (no lean)	29% (122)	22% (92)	48% (201)	415
PID: Rep (no lean)	32% (148)	20% (90)	48% (220)	458
PID/Gender: Dem Men	34% (78)	32% (74)	34% (78)	230
PID/Gender: Dem Women	24% (61)	18% (46)	57% (144)	251
PID/Gender: Ind Men	32% (66)	29% (59)	39% (80)	205
PID/Gender: Ind Women	27% (56)	16% (33)	58% (121)	210
PID/Gender: Rep Men	36% (96)	22% (59)	41% (109)	264
PID/Gender: Rep Women	27% (52)	16% (31)	57% (110)	193
Tea Party: Supporter	36% (149)	26% (109)	38% (156)	414
Tea Party: Not Supporter	28% (256)	20% (190)	52% (482)	929
Ideo: Liberal (1-3)	33% (159)	27% (129)	40% (188)	476
Ideo: Moderate (4)	28% (93)	25% (82)	47% (154)	329
Ideo: Conservative (5-7)	28% (128)	16% (72)	56% (250)	449
Educ: < College	29% (258)	24% (210)	48% (425)	894
Educ: Bachelors degree	31% (95)	19% (57)	50% (154)	306
Educ: Post-grad	36% (56)	23% (35)	41% (64)	154

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**Table BRD16:** As you may know, South Korea's time zone is 14 hours ahead of New York and 17 hours ahead of Los Angeles. This means many events will be aired or livestreamed quite late for many people in the United States. Knowing this, will you...

Demographic	Actively try to avoid finding out the results of events you care about before you are able to watch them		Actively try to find the results for events you care about as they happen		Neither, it doesn't matter if you know the results of the events before they air		Total N
Adults	30%	(409)	22%	(302)	47%	(643)	1354
Income: Under 50k	29%	(212)	23%	(170)	48%	(349)	731
Income: 50k-100k	30%	(133)	20%	(88)	49%	(216)	437
Income: 100k+	34%	(64)	24%	(44)	42%	(79)	186
Ethnicity: White	30%	(327)	19%	(205)	51%	(554)	1085
Ethnicity: Hispanic	41%	(84)	29%	(60)	30%	(61)	205
Ethnicity: Afr. Am.	34%	(53)	38%	(60)	28%	(45)	158
Ethnicity: Other	26%	(29)	34%	(38)	40%	(44)	111
Relig: Protestant	31%	(108)	15%	(52)	54%	(188)	349
Relig: Roman Catholic	35%	(113)	22%	(71)	43%	(136)	320
Relig: Ath./Agn./None	24%	(74)	26%	(78)	50%	(154)	307
Relig: Something Else	32%	(78)	26%	(63)	42%	(102)	243
Relig: Evangelical	32%	(120)	22%	(82)	46%	(170)	373
Relig: Non-Evang. Catholics	32%	(136)	18%	(77)	50%	(216)	429
Relig: All Christian	32%	(256)	20%	(159)	48%	(386)	801
Relig: All Non-Christian	28%	(152)	26%	(141)	47%	(256)	549
Community: Urban	33%	(119)	32%	(112)	35%	(123)	355
Community: Suburban	29%	(187)	18%	(116)	53%	(335)	638
Community: Rural	29%	(103)	20%	(74)	51%	(184)	361
Employ: Private Sector	30%	(132)	22%	(96)	48%	(207)	434
Employ: Government	37%	(34)	30%	(28)	33%	(31)	93
Employ: Self-Employed	34%	(40)	25%	(30)	41%	(49)	119
Employ: Homemaker	45%	(39)	15%	(13)	41%	(36)	88
Employ: Student	41%	(33)	34%	(28)	25%	(21)	82
Employ: Retired	25%	(81)	15%	(47)	60%	(192)	321
Employ: Unemployed	27%	(29)	29%	(31)	44%	(48)	108
Employ: Other	19%	(21)	27%	(29)	55%	(60)	110

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**Table BRD16:** As you may know, South Korea's time zone is 14 hours ahead of New York and 17 hours ahead of Los Angeles. This means many events will be aired or livestreamed quite late for many people in the United States. Knowing this, will you...

Demographic	Actively try to avoid finding out the results of events you care about before you are able to watch them		Actively try to find the results for events you care about as they happen		Neither, it doesn't matter if you know the results of the events before they air		Total N
Adults	30%	(409)	22%	(302)	47%	(643)	1354
Military HH: Yes	29%	(82)	26%	(74)	45%	(129)	285
Military HH: No	31%	(327)	21%	(228)	48%	(514)	1069
RD/WT: Right Direction	34%	(207)	24%	(148)	43%	(263)	619
RD/WT: Wrong Track	27%	(202)	21%	(154)	52%	(380)	735
Strongly Approve	34%	(111)	23%	(75)	43%	(139)	324
Somewhat Approve	29%	(86)	27%	(82)	44%	(131)	299
Somewhat Disapprove	32%	(61)	17%	(33)	51%	(97)	191
Strongly Disapprove	28%	(144)	21%	(105)	51%	(259)	508
#1 Issue: Economy	27%	(103)	24%	(89)	49%	(181)	373
#1 Issue: Security	32%	(74)	24%	(55)	44%	(103)	232
#1 Issue: Health Care	34%	(88)	19%	(50)	47%	(123)	261
#1 Issue: Medicare / S.S.	27%	(58)	17%	(37)	56%	(121)	217
#1 Issue: Women's Issues	39%	(27)	28%	(20)	33%	(23)	70
#1 Issue: Education	27%	(25)	29%	(26)	44%	(41)	92
#1 Issue: Energy	40%	(27)	18%	(13)	42%	(29)	69
2016 Vote: Dem H. Clinton	28%	(141)	22%	(110)	49%	(246)	498
2016 Vote: Rep. D. Trump	32%	(153)	20%	(97)	48%	(233)	483
2016 Vote: Someone Else	25%	(28)	20%	(22)	55%	(61)	111
2012 Vote: Barack Obama	29%	(160)	22%	(125)	49%	(271)	555
2012 Vote: Mitt Romney	32%	(123)	18%	(70)	50%	(192)	385
2012 Vote: Other	26%	(15)	17%	(9)	57%	(32)	57
2012 Vote: Didn't Vote	31%	(111)	28%	(98)	41%	(144)	353
4-Region: Northeast	30%	(80)	25%	(66)	45%	(120)	265
4-Region: Midwest	29%	(75)	17%	(44)	54%	(140)	260
4-Region: South	32%	(157)	23%	(115)	45%	(221)	494
4-Region: West	29%	(97)	23%	(77)	48%	(161)	335

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**Table BRD16:** As you may know, South Korea's time zone is 14 hours ahead of New York and 17 hours ahead of Los Angeles. This means many events will be aired or livestreamed quite late for many people in the United States. Knowing this, will you...

Demographic	Actively try to avoid finding out the results of events you care about before you are able to watch them	Actively try to find the results for events you care about as they happen	Neither, it doesn't matter if you know the results of the events before they air	Total N
Adults	30% (409)	22% (302)	47% (643)	1354
Apple Mac Owner: Yes	36% (113)	27% (85)	37% (115)	313
Apple Mac Owner: No	28% (296)	21% (217)	51% (528)	1042
Apple iPad Owner: Yes	37% (172)	22% (99)	41% (191)	462
Apple iPad Owner: No	27% (238)	23% (203)	51% (452)	892
Apple iPhone Owner: Yes	37% (202)	21% (115)	42% (232)	550
Apple iPhone Owner: No	26% (207)	23% (187)	51% (411)	804
Amazon Echo Owner: Yes	42% (118)	30% (84)	28% (77)	279
Amazon Echo Owner: No	27% (291)	20% (218)	53% (566)	1075
Google Home Owner: Yes	45% (101)	30% (68)	25% (57)	226
Google Home Owner: No	27% (309)	21% (234)	52% (586)	1128
Windows Owner: Yes	30% (309)	19% (193)	51% (526)	1028
Windows Owner: No	31% (100)	33% (109)	36% (117)	326
Other Smart Speaker Owner: Yes	47% (101)	33% (71)	20% (43)	214
Other Smart Speaker Owner: No	27% (309)	20% (231)	53% (600)	1140

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	1354	100%
xdemGender	Gender: Male	699	52%
	Gender: Female	655	48%
	N	1354	
age5	Age: 18-29	267	20%
	Age: 30-44	345	25%
	Age: 45-54	216	16%
	Age: 55-64	246	18%
	Age: 65+	281	21%
	N	1354	
xpid3	PID: Dem (no lean)	482	36%
	PID: Ind (no lean)	415	31%
	PID: Rep (no lean)	458	34%
	N	1354	
xpidGender	PID/Gender: Dem Men	230	17%
	PID/Gender: Dem Women	251	19%
	PID/Gender: Ind Men	205	15%
	PID/Gender: Ind Women	210	16%
	PID/Gender: Rep Men	264	20%
	PID/Gender: Rep Women	193	14%
	N	1354	
xdemTea	Tea Party: Supporter	414	31%
	Tea Party: Not Supporter	929	69%
	N	1343	
xdemIdeo3	Ideo: Liberal (1-3)	476	35%
	Ideo: Moderate (4)	329	24%
	Ideo: Conservative (5-7)	449	33%
	N	1254	
xeduc3	Educ: < College	894	66%
	Educ: Bachelors degree	306	23%
	Educ: Post-grad	154	11%
	N	1354	
xdemInc3	Income: Under 50k	731	54%
	Income: 50k-100k	437	32%
	Income: 100k+	186	14%
	N	1354	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1085	80%
xdemHispBin	Ethnicity: Hispanic	205	15%
demBlackBin	Ethnicity: Afr. Am.	158	12%
demRaceOther	Ethnicity: Other	111	8%
xrelNet	Relig: Protestant	349	26%
	Relig: Roman Catholic	320	24%
	Relig: Ath./Agn./None	307	23%
	Relig: Something Else	243	18%
	N	1218	
xreligion1	Relig: Jewish	41	3%
xreligion2	Relig: Evangelical	373	28%
	Relig: Non-Evang. Catholics	429	32%
	N	801	
xreligion3	Relig: All Christian	801	59%
	Relig: All Non-Christian	549	41%
	N	1351	
xdemUsr	Community: Urban	355	26%
	Community: Suburban	638	47%
	Community: Rural	361	27%
	N	1354	
xdemEmploy	Employ: Private Sector	434	32%
	Employ: Government	93	7%
	Employ: Self-Employed	119	9%
	Employ: Homemaker	88	6%
	Employ: Student	82	6%
	Employ: Retired	321	24%
	Employ: Unemployed	108	8%
	Employ: Other	110	8%
	N	1354	
xdemMilHH1	Military HH: Yes	285	21%
	Military HH: No	1069	79%
	N	1354	
xnr1	RD/WT: Right Direction	619	46%
	RD/WT: Wrong Track	735	54%
	N	1354	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	324	24%
	Somewhat Approve	299	22%
	Somewhat Disapprove	191	14%
	Strongly Disapprove	508	38%
	Dont Know / No Opinion	32	2%
	N	1354	
xnr3	#1 Issue: Economy	373	28%
	#1 Issue: Security	232	17%
	#1 Issue: Health Care	261	19%
	#1 Issue: Medicare / S.S.	217	16%
	#1 Issue: Women's Issues	70	5%
	#1 Issue: Education	92	7%
	#1 Issue: Energy	69	5%
	#1 Issue: Other	41	3%
	N	1354	
xsubVote16O	2016 Vote: Dem H. Clinton	498	37%
	2016 Vote: Rep. D. Trump	483	36%
	2016 Vote: Someone Else	111	8%
	N	1092	
xsubVote12O	2012 Vote: Barack Obama	555	41%
	2012 Vote: Mitt Romney	385	28%
	2012 Vote: Other	57	4%
	2012 Vote: Didn't Vote	353	26%
	N	1350	
xreg4	4-Region: Northeast	265	20%
	4-Region: Midwest	260	19%
	4-Region: South	494	36%
	4-Region: West	335	25%
	N	1354	
xdemBRD10_1	Apple Mac Owner: Yes	313	23%
	Apple Mac Owner: No	1042	77%
	N	1354	
xdemBRD10_4	Apple iPad Owner: Yes	462	34%
	Apple iPad Owner: No	892	66%
	N	1354	
xdemBRD10_5	Apple iPhone Owner: Yes	550	41%
	Apple iPhone Owner: No	804	59%
	N	1354	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemBRD10_6	Amazon Echo Owner: Yes	279	21%
	Amazon Echo Owner: No	1075	79%
	N	1354	
xdemBRD10_7	Google Home Owner: Yes	226	17%
	Google Home Owner: No	1128	83%
	N	1354	
xdemBRD10_8	Windows Owner: Yes	1028	76%
	Windows Owner: No	326	24%
	N	1354	
xdemBRD10_9	Other Smart Speaker Owner: Yes	214	16%
	Other Smart Speaker Owner: No	1140	84%
	N	1354	

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

