

navigator*



Credit: Delpixel/Shutterstock

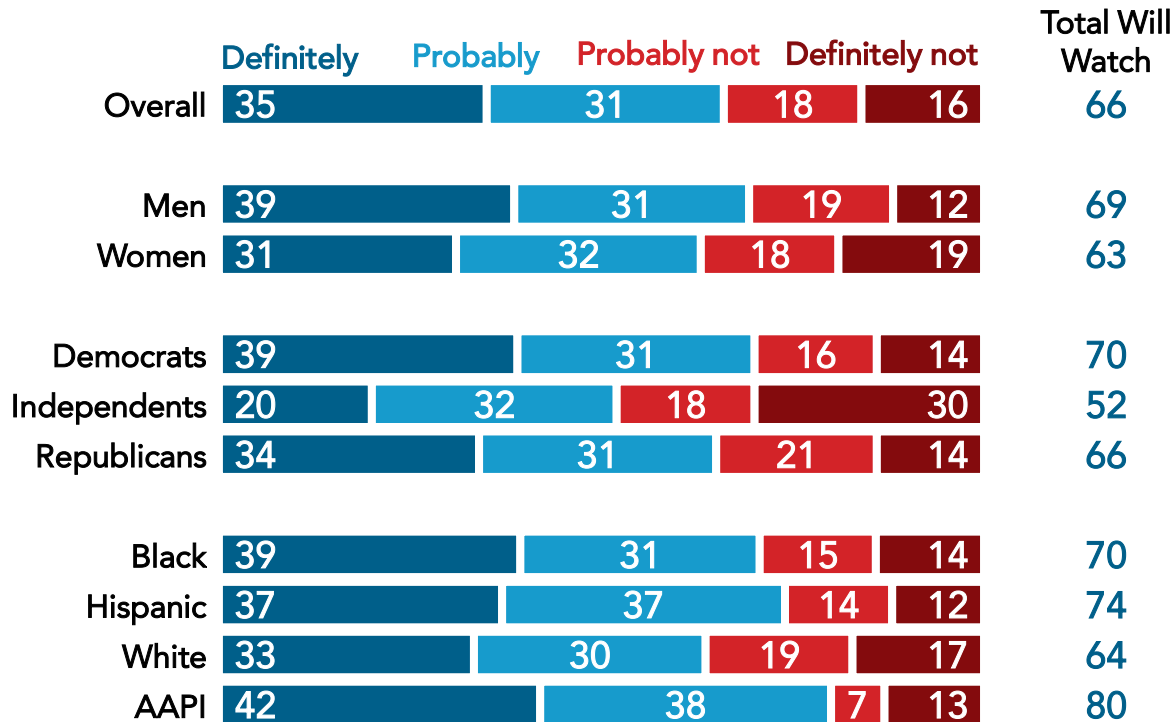
Friday, July 26th

The Olympic Games!

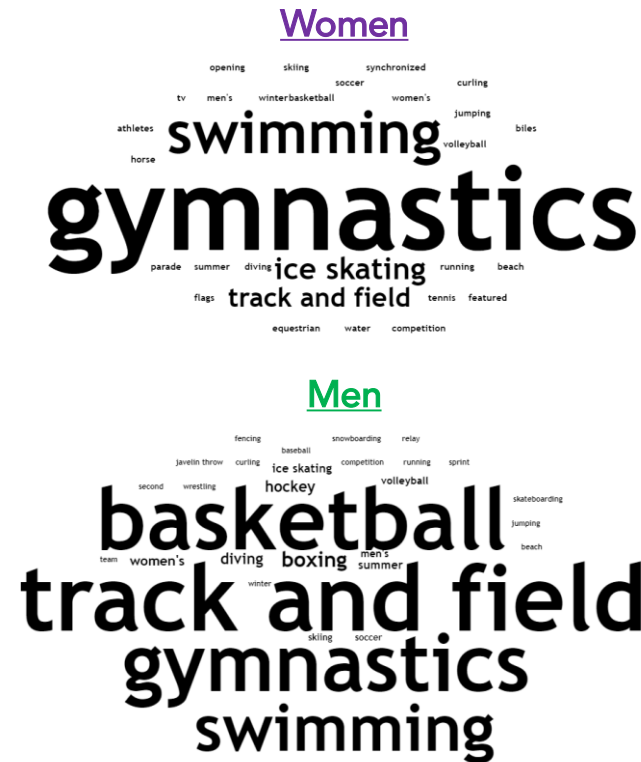
Two in Three Americans Will Tune Into the Olympics, With Gymnastics As a Fan Favorite

Both men and women say gymnastics and swimming are among their favorite Olympic sports to watch, while men are much more likely to mention basketball and track and field.

How likely is it that you will watch at least part of this year's Olympics?



What is your favorite Olympic sport to watch?

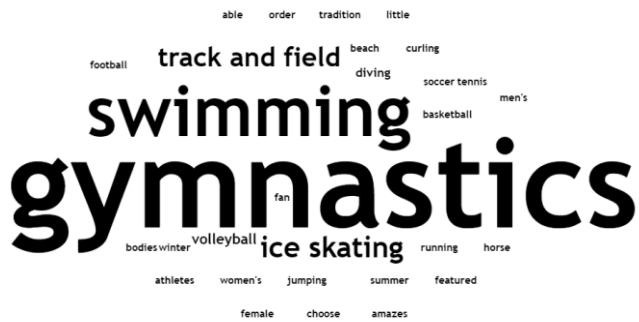


Nationwide survey of 1,000 registered voters conducted July 11-July 14, 2024. For more info, visit navigatorresearch.org.

Gymnastics, Swimming, Basketball, Track & Field Emerge As Fan Favorites for the Olympics

What is your favorite Olympic sport to watch?

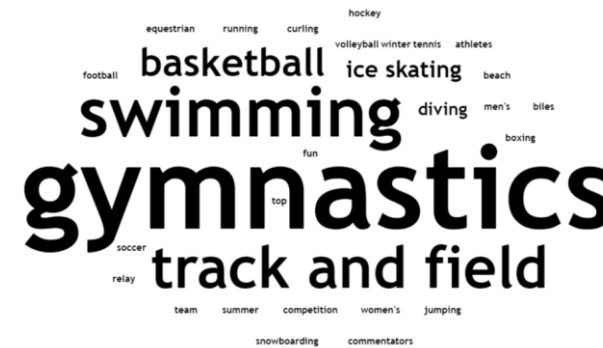
Women 18-54



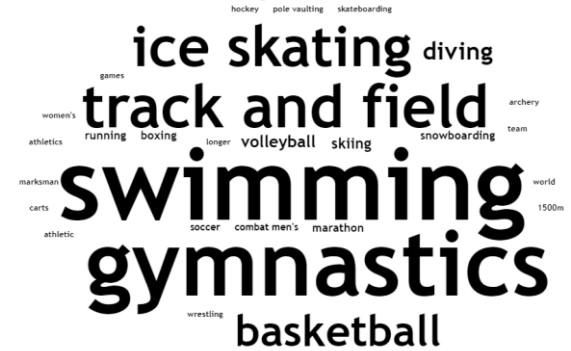
Women 55+



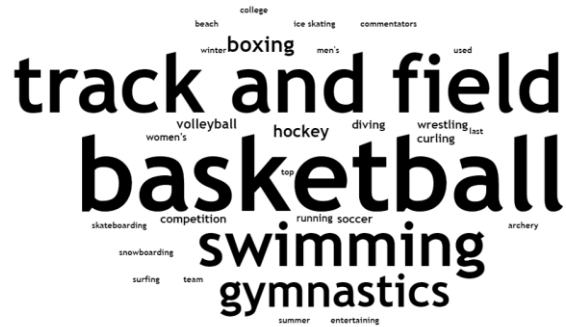
Democrats



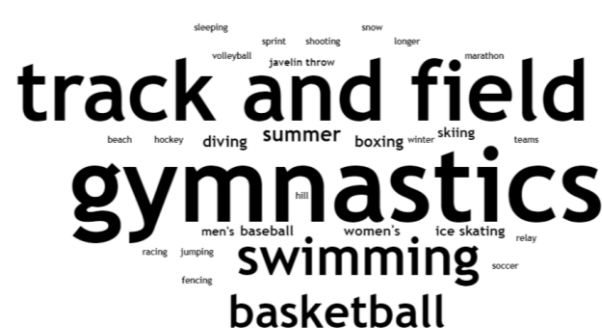
Independents



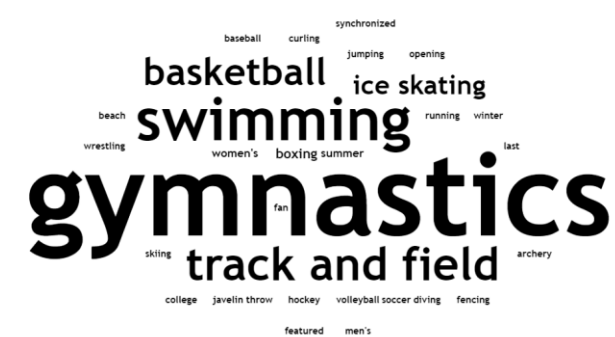
Men 18-54



Men 55+



Republicans



Nationwide survey of 1,000 registered voters conducted July 11-July 14, 2024.
For more info, visit navigatorresearch.org.

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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from July 11-July 14, 2024. 100 additional interviews were conducted among Hispanic voters. 79 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin for error for subgroups varies and is higher.

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To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter

**More than 65% of the interviews conducted for this survey were completed before the attempted assassination of Donald Trump. Analysis was conducted to determine whether there were any significant response differences between interviews conducted before and after, of which none were detected.*