

PRESIDENTIAL DEBATE REACTIONS

Results are based on telephone interviews conducted October 4-5, 16-17 and 23-24 with random samples of approximately 1,000 adults each, aged 18+, living in all 50 U.S. states and the District of Columbia.

	First Debate: Oct 4-5	Second Debate: Oct 16-17	Third Debate: Oct 23-24
National adults	1,013	1007	
Debate watchers	749	813	

For results based on the total samples of national adults, one can say with 95% confidence that the margin of error is ± 4 percentage points.

For results based on the samples of debate watchers, one can say with 95% confidence that the margin of error is ± 4 percentage points.

1. Did you happen to watch or listen to the nationally televised presidential debate between Mitt Romney and Barack Obama last/Wednesday night, or not?
2. *(Asked of those who did not see the debate)* Did you happen to see, hear, or read any news coverage of last/Wednesday night's presidential debate, or not?

COMBINED RESPONSES (Q.1-2)

	2012 <u>Oct 17-18</u>	2012 <u>Oct 4-5</u>	
Yes, watched or listened to the debate	76	67	
No, did not watch/listen to the debate	24	33	
<i>(Saw news coverage)</i>	<i>(11)</i>	<i>(16)</i>	
<i>(Did not see news coverage)</i>	<i>(13)</i>	<i>(17)</i>	
No opinion	*	*	

	<u>2008 Oct 16</u>	<u>2008 Oct 8</u>	<u>2008 Sep 27</u>
Yes, watched or listened to the debate	65	66	63
No, did not watch/listen to the debate	35	34	37
<i>(Saw news coverage)</i>	<i>(17)</i>	<i>(15)</i>	<i>(12)</i>
<i>(Did not see news coverage)</i>	<i>(18)</i>	<i>(19)</i>	<i>(25)</i>
No opinion	*	1	--

3. Regardless of which candidate you happen to support, who do you think did the better job in last/Wednesday night's debate – [ROTATED: Mitt Romney (or) Barack Obama]?

BASED ON – 813 – DEBATE WATCHERS

	<u>Romney</u>	<u>Obama</u>	<u>Neither (vol.)</u>	<u>Both equally (vol.)</u>	<u>No opinion</u>
2012 Oct 17-18	38	51	1	9	2
2012 Oct 4-5	72	20	2	3	4

(Polls asked in days following prior debates):

	<u>McCain</u>	<u>Obama</u>	<u>Neither (vol.)</u>	<u>Both equally (vol.)</u>	<u>No opinion</u>
2008 Oct 16	30	56	3	9	3
2008 Oct 8	23	56	4	15	2
2008 Sep 27	34	46	4	13	3

2004

	<u>Kerry</u>	<u>Bush</u>	<u>Neither (vol.)</u>	<u>Both equally (vol.)</u>	<u>No opinion</u>
2004 Oct 14-16 ^	46	32	1	7	14
2004 Oct 9-10 ^	45	30	1	10	14
2004 Oct 1-3 ^	57	25	1	5	12

^ Based on national adults

1996

	<u>Clinton</u>	<u>Dole</u>	<u>Neither (vol.)</u>	<u>Both equally (vol.)</u>	<u>No opinion</u>
1996 Oct 7-8 ^	54	19	11	2	14

^ Based on registered voters

1992

	<u>Clinton</u>	<u>Bush</u>	<u>Perot</u>	<u>None in particular (vol.)</u>	<u>No opinion</u>
1992 Oct 16-18 ^	58	16	15	7	4

^ Based on registered voters who reported watching the debate

1988

	<u>Dukakis</u>	<u>Bush</u>	<u>Neither (vol.)</u>	<u>Both equally (vol.)</u>	<u>No opinion</u>
1988 Sep 27-28 ^	38	29	31	--	2

^ Based on registered voters who reported watching the debate

1976

	<u>Ford</u>	<u>Carter</u>	<u>Neither (vol.)</u>	<u>Both equally (vol.)</u>	<u>No opinion</u>
1976 Sep 24-27 ^	32	25	--	33	10

^ Based on national adults who reported watching the debate

1960

	<u>Kennedy</u>	<u>Nixon</u>	<u>Neither (vol.)</u>	<u>Both equally (vol.)</u>	<u>No opinion</u>
1960 Sep 28-Oct 2 ^	44	23	--	29	3

^ Based on national adults who reported watching the debate

For comparison: (Polls conducted immediately after the debate, with pre-recruited samples of debate watchers; NOTE: These may not be comparable to polls conducted in the days following the debates)

<u>2004</u>	<u>Kerry</u>	<u>Bush</u>	Neither (vol.)	Both/ equally (vol.)	No <u>opinion</u>
2004 Oct 13	52	39	1	8	*
2004 Oct 8	47	45	1	7	*
2004 Sep 30	53	37	1	8	1

<u>2000</u>	<u>Gore</u>	<u>Bush</u>	Neither (vol.)	Both/ equally (vol.)	No <u>opinion</u>
2000 Oct 17	46	44	*	10	*
2000 Oct 11	36	49	1	13	1
2000 Oct 3	48	41	2	8	1

<u>1996</u>	<u>Clinton</u>	<u>Dole</u>	No <u>opinion</u>		
1996 Oct 16	59	29	12		
1996 Oct 6	51	32	17		

<u>1992</u>	<u>Clinton</u>	<u>Bush</u>	<u>Perot</u>	None in particular (vol.)	No <u>opinion</u>
1992 Oct 19	28	28	37	7	*
1992 Oct 15	54	21	14	8	4
1992 Oct 11	30	16	47	5	2

<u>1984</u>	<u>Mondale</u>	<u>Reagan</u>	Neither (vol.)	No <u>opinion</u>	
1984 Oct 21	40	43	--	17	
1984 Oct 7	54	35	8	3	
