

GALLUP NEWS SERVICE

SECOND PRESIDENTIAL DEBATE REACTION

Results are based on telephone interviews with a random sample of – 1,017 -- national adults, aged 18+, living in all 50 states and the District of Columbia, conducted October 10-11, 2016.

For results based on the total sample of national adults, the margin of error is ± 4 percentage points at the 95% confidence level.

For results based on the sample of – 693 – national adults who watched or heard the debate, the margin of error is ± 5 percentage points at the 95% confidence level.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 60% cell phone respondents and 40% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phones numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly). Demographic weighting targets are based on the March 2015 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2015 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

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

1. Did you happen to watch or listen to the nationally televised presidential debate between Hillary Clinton and Donald Trump [last/Sunday] 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/Sunday] night's presidential debate, or not?

COMBINED RESPONSES (Qs. 1-2): BASED ON NATIONAL ADULTS

	Yes, watched or listened to <u>debate</u>	All who did not <u>watch/listen</u>	<i>Saw <u>news coverage</u></i>	<i>Did not see <u>news coverage</u></i>	<u>No opinion</u>
2016 Oct 10-11	61	39	<i>(16)</i>	<i>(23)</i>	--
2016 Sep 27-28	74	26	<i>(11)</i>	<i>(15)</i>	*
2012 Oct 23-24	69	31	<i>(15)</i>	<i>(16)</i>	1
2012 Oct 17-18	76	24	<i>(11)</i>	<i>(13)</i>	*
2012 Oct 4-5	67	33	<i>(16)</i>	<i>(17)</i>	*
2008 Oct 16	65	35	<i>(17)</i>	<i>(18)</i>	*
2008 Oct 8	66	34	<i>(15)</i>	<i>(19)</i>	1
2008 Sep 27	63	37	<i>(12)</i>	<i>(25)</i>	--
2004 Oct 14-16	68	32	<i>(16)</i>	<i>(16)</i>	--
2004 Oct 9-10	65	35	<i>(14)</i>	<i>(21)</i>	--
2004 Oct 1-3	71	29	<i>(13)</i>	<i>(16)</i>	--
1992 Oct 16-18 [^]	66	34	<i>n/a</i>	<i>n/a</i>	--
1976 Sep 24-27	67	33	<i>n/a</i>	<i>n/a</i>	
1960 Sep 28-Oct 2	62	38	<i>n/a</i>	<i>n/a</i>	

[^] Based on registered voters

1992 WORDING: On Thursday night (October 15, 1992) the second presidential candidates' debate was held where the candidates were asked questions directly by voters. Did you happen to see or hear that debate?

1976 WORDING: Did you happen to see or hear the (1976 Presidential) television debate between Ford and Carter Thursday night?

1960 WORDING: Did you happen to see or hear the television debate between (Richard) Nixon and (John F.) Kennedy last Monday night?

3. Regardless of which candidate you happen to support, who do you think did the better job in [last/Sunday] night's debate – [ROTATED: Hillary Clinton (or) Donald Trump]?

BASED ON – 693 – U.S. ADULTS WHO WATCHED OR LISTENED TO DEBATE

	<u>Clinton</u>	<u>Trump</u>	Neither (vol.)	Both equally (vol.)	No <u>opinion</u>
2016 Oct 10-11	53	35	8	2	2
Democrats	93	3	2	1	*
Independents	51	32	13	1	2
Republicans	15	71	8	4	2
2016 Sep 27-28	61	27	5	6	2
Democrats	92	3	2	2	2
Independents	59	30	5	4	2
Republicans	28	53	6	12	1

POST-DEBATE POLLS IN PRIOR ELECTIONS

2012	<u>Romney</u>	<u>Obama</u>	Neither (vol.)	Both equally (vol.)	No <u>opinion</u>
2012 Oct 23-24 †	33	56	2	7	2
2012 Oct 17-18 †	38	51	1	9	2
2012 Oct 4-5 †	72	20	2	3	4

† Based on national adults who said they watched/listened to the debate

2008	<u>McCain</u>	<u>Obama</u>	Neither (vol.)	Both equally (vol.)	No <u>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

† Based on national adults who said they watched/listened to the debate

2004	<u>Kerry</u>	<u>Bush</u>	Neither (vol.)	Both equally (vol.)	No <u>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 who said they watched/listened to the debate

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

‡ Based on all registered voters

Wording: On Sunday evening (October 16, 1996) Bill Clinton and Bob Dole participated in their first presidential debate together. From what you've seen, heard, or read about this debate, who do you think did the better job--Bill Clinton or Bob Dole?

Q. 3 (CANDIDATE DID BETTER JOB IN DEBATE) CONTINUED

<u>1992</u>	<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					
<u>1988</u>	<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					
<u>1976</u>	<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					
<u>1960</u>	<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					

TRENDS 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>	<u>Neither (vol.)</u>	<u>Both/ equally (vol.)</u>	<u>No 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>	<u>Neither (vol.)</u>	<u>Both/ equally (vol.)</u>	<u>No 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>	<u>No opinion</u>		
1996 Oct 16	59	29	12		
1996 Oct 6	51	32	17		

Q. 3 (CANDIDATE DID BETTER JOB IN DEBATE) CONTINUED

<u>1992</u>	<u>Clinton</u>	<u>Bush</u>	<u>Perot</u>	None in particular (vol.)	No opinion
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 opinion
1984 Oct 21	40	43	--	17
1984 Oct 7	54	35	8	3

4. Thinking about the following characteristics and qualities, please say whether you think each one better described Hillary Clinton or Donald Trump during [last/Sunday] night's debate. How about -- [RANDOM ORDER]?

BASED ON – 693 – U.S. ADULTS WHO WATCHED OR LISTENED TO DEBATE

SUMMARY TABLE: COMPARISON OF CANDIDATE QUALITIES DURING FIRST DEBATE

<i>2016 Oct 10-11</i> <i>(sorted by advantage)</i>	Clinton	Trump	Clinton advantage
	%	%	
Had a good understanding of the issues	59	28	+31
Appeared presidential	56	27	+29
Was more likeable	59	31	+28
Was inspiring	44	34	+10

Q.4 continued on next page

Q.4 (CANDIDATE DEBATE CHARACTERISTICS) CONTINUED

DETAILED RESULTS:

A. Had a good understanding of the issues

	<u>Clinton</u>	<u>Trump</u>	Both/ equally (vol.)	Neither (vol.)	No <u>opinion</u>
2016 Oct 10-11	59	28	3	9	1
2016 Sep 27-28	62	26	6	6	1

TRENDS FOR COMPARISON: (BASED ON POST-DEBATE POLLS WITH RESPONDENTS WHO PLANNED TO WATCH THE DEBATE AND AGREED TO BE CALLED BACK)

	<u>Kerry</u>	<u>Bush</u>	Both/ equally (vol.)	Neither (vol.)	No <u>opinion</u>
<u>KERRY/BUSH 2004</u>					
2004 Oct 13	49	37	13	*	1
2004 Oct 8	47	42	11	*	*
2004 Sep 30	41	41	17	1	*

	<u>Clinton</u>	<u>Bush</u>	<u>Perot</u>	Both/ equally (vol.)	Neither (vol.)	No <u>opinion</u>
<u>CLINTON/BUSH/PEROT 1992</u>						
1992 Oct 19	41	33	18	5	2	1
1992 Oct 11	28	39	26	5	1	1

Q.4 (CANDIDATE DEBATE CHARACTERISTICS) CONTINUED

B. Was more likeable

	<u>Clinton</u>	<u>Trump</u>	Both/ equally (vol.)	Neither (vol.)	No opinion
2016 Oct 10-11	59	31	*	10	*
2016 Sep 27-28	55	36	*	8	1

TRENDS FOR COMPARISON: (BASED ON POST-DEBATE POLLS WITH RESPONDENTS WHO PLANNED TO WATCH THE DEBATE AND AGREED TO BE CALLED BACK)

	<u>Kerry</u>	<u>Bush</u>	Both/ equally (vol.)	Neither (vol.)	No opinion
<u>KERRY/BUSH 2004</u>					
2004 Oct 13	43	48	7	1	1
2004 Oct 8	45	47	7	*	1
2004 Sep 30	41	48	9	1	1

	<u>Gore</u>	<u>Bush</u>	Both/ equally (vol.)	Neither (vol.)	No opinion
<u>GORE/BUSH 2000</u>					
2000 Oct 17	31	60	6	2	1
2000 Oct 11	31	56	10	2	1

C. Appeared presidential

	<u>Clinton</u>	<u>Trump</u>	Both/ equally (vol.)	Neither (vol.)	No opinion
2016 Oct 10-11	56	27	2	14	*
2016 Sep 27-28	59	27	4	8	1

D. Was inspiring

	<u>Clinton</u>	<u>Trump</u>	Both/ equally (vol.)	Neither (vol.)	No opinion
2016 Oct 10-11	44	34	--	22	1
2016 Sep 27-28	46	34	1	18	1

5. Based on what you heard or saw in the debate, do you believe [ROTATE: Hillary Clinton/Donald Trump] is qualified to be president?

BASED ON – 693 – U.S. ADULTS WHO WATCHED OR LISTENED TO DEBATE

<i>2016 Oct 10-11</i>	<u>Yes, qualified</u>	<u>No, not qualified</u>	<u>No opinion</u>
Hillary Clinton	58	41	*
Donald Trump	36	63	1

6. Based on what you heard or saw in the debate, do you believe [ROTATE: Hillary Clinton/Donald Trump] would be an effective president?

BASED ON – 693 – U.S. ADULTS WHO WATCHED OR LISTENED TO DEBATE

<i>2016 Oct 10-11</i>	<u>Yes, effective</u>	<u>No, not effective</u>	<u>No opinion</u>
Hillary Clinton	50	50	1
Donald Trump	39	60	1

7. Based on what you heard or saw in the debate, do you believe [ROTATE: Hillary Clinton/Donald Trump] has the character and temperament to be president?

BASED ON – 693 – U.S. ADULTS WHO WATCHED OR LISTENED TO DEBATE

<i>2016 Oct 10-11</i>	<u>Yes, has character and temperament</u>	<u>No, does not have</u>	<u>No opinion</u>
Hillary Clinton	62	38	1
Donald Trump	32	67	2

8. Again, based on what you heard or saw in the debate, would you be proud to call [ROTATE: Hillary Clinton/Donald Trump] president?

BASED ON – 693 – U.S. ADULTS WHO WATCHED OR LISTENED TO DEBATE

<i>2016 Oct 10-11</i>	<u>Yes, proud to call president</u>	<u>No, not proud</u>	<u>No opinion</u>
Hillary Clinton	46	53	*
Donald Trump	32	68	*

9. Which candidate shared better ideas for addressing the issues facing the country -- [ROTATE: Hillary Clinton or Donald Trump]?

BASED ON – 693 – U.S. ADULTS WHO WATCHED OR LISTENED TO DEBATE

	<u>Clinton</u>	<u>Trump</u>	<u>No opinion</u>
2016 Oct 10-11	56	38	6