

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 | 1,007 | 1,033 |
| Debate watchers | 749 | 813 | 746 |

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 23-24 ^</u> | 2012 <u>Oct 17-18</u> | 2012 <u>Oct 4-5</u> |
|---|----------------------------|--------------------------|------------------------|
| Yes, watched or listened to the debate | 69 | 76 | 67 |
| No, did not watch/listen to the debate | 31 | 24 | 33 |
| <i>(Saw news coverage)</i> | <i>(15)</i> | <i>(11)</i> | <i>(16)</i> |
| <i>(Did not see news coverage)</i> | <i>(16)</i> | <i>(13)</i> | <i>(17)</i> |

