

**1. Importance of debate performance**

How important is a candidate's debate performance in deciding your vote?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very important	20%	18%	21%	17%	22%	22%	16%	28%	17%	16%
Somewhat important	42%	44%	41%	37%	41%	44%	48%	43%	39%	48%
Not very important	16%	17%	15%	13%	14%	14%	24%	15%	13%	22%
Not at all important	8%	9%	7%	8%	6%	10%	7%	8%	8%	8%
I do not vote	9%	6%	11%	16%	9%	7%	4%	3%	16%	3%
Not sure	5%	6%	4%	10%	9%	2%	1%	4%	7%	4%
Totals (Unweighted N)	100% (998)	100% (481)	100% (517)	100% (198)	100% (245)	100% (393)	100% (162)	100% (328)	100% (431)	100% (239)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very important	20%	16%	35%	30%	22%	15%	20%	20%	17%	18%	25%
Somewhat important	42%	45%	37%	35%	38%	44%	51%	46%	45%	39%	42%
Not very important	16%	17%	9%	12%	12%	20%	17%	10%	15%	21%	13%
Not at all important	8%	9%	2%	9%	7%	11%	7%	9%	8%	8%	7%
I do not vote	9%	9%	8%	9%	13%	6%	5%	14%	5%	9%	9%
Not sure	5%	5%	8%	4%	8%	3%	0%	2%	10%	5%	4%
Totals (Unweighted N)	100% (998)	100% (771)	100% (112)	100% (115)	100% (382)	100% (268)	100% (190)	100% (180)	100% (225)	100% (347)	100% (246)

**2. Watch 2012 Presidential Debates**

Did you watch any of the presidential debates in 2012 between Barack Obama and Mitt Romney?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	68%	73%	64%	60%	65%	71%	77%	77%	59%	75%
No	24%	21%	27%	29%	24%	23%	22%	15%	32%	20%
Don't remember	8%	6%	9%	11%	10%	6%	2%	8%	8%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(481)	(519)	(198)	(246)	(393)	(163)	(330)	(431)	(239)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	68%	70%	72%	56%	59%	68%	87%	66%	68%	70%	68%
No	24%	24%	21%	29%	32%	23%	10%	27%	24%	23%	24%
Don't remember	8%	6%	7%	16%	9%	8%	3%	7%	7%	8%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(772)	(113)	(115)	(383)	(269)	(190)	(180)	(225)	(349)	(246)

**3. Followed debates in state**

How closely have you followed coverage of debates this year between political candidates in your state?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very closely	9%	12%	6%	8%	8%	9%	10%	10%	8%	8%
Somewhat closely	28%	33%	25%	21%	32%	32%	26%	33%	24%	32%
Not very closely	35%	32%	37%	33%	33%	34%	42%	35%	33%	38%
Not closely at all	28%	24%	32%	39%	27%	26%	22%	22%	35%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(481)	(518)	(198)	(246)	(393)	(162)	(330)	(430)	(239)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very closely	9%	8%	9%	10%	7%	9%	11%	11%	7%	9%	6%
Somewhat closely	28%	28%	36%	26%	27%	25%	38%	25%	28%	33%	25%
Not very closely	35%	35%	32%	39%	32%	37%	34%	31%	34%	32%	43%
Not closely at all	28%	30%	23%	24%	34%	29%	17%	33%	31%	26%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(771)	(113)	(115)	(383)	(269)	(190)	(180)	(224)	(349)	(246)

**4. Watched debates this year**

Have you watched or listened to any debates this year between political candidates?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	27%	32%	22%	22%	24%	29%	29%	34%	24%	23%
No	68%	63%	73%	68%	67%	67%	70%	60%	71%	70%
Not sure	6%	5%	6%	10%	8%	3%	1%	6%	5%	6%
Totals (Unweighted N)	100% (998)	100% (481)	100% (517)	100% (197)	100% (246)	100% (393)	100% (162)	100% (330)	100% (430)	100% (238)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	27%	26%	30%	24%	24%	27%	32%	30%	28%	27%	22%
No	68%	69%	62%	66%	66%	71%	66%	68%	66%	65%	72%
Not sure	6%	4%	8%	10%	9%	1%	1%	2%	6%	8%	5%
Totals (Unweighted N)	100% (998)	100% (771)	100% (113)	100% (114)	100% (381)	100% (269)	100% (190)	100% (180)	100% (225)	100% (349)	100% (244)

**5. Debates helped form opinion**

Have any of the debates you watched or listened to this year helped you make up your mind who to vote for, or didn't they do that?

*Asked of those who have watched or listened to any debates this year*

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Has not watched or listened to any debates this year	73%	68%	78%	78%	76%	71%	71%	66%	76%	77%
They helped me make up my mind	9%	11%	7%	6%	7%	11%	11%	15%	6%	7%
They did not do that	14%	19%	10%	14%	12%	15%	17%	16%	13%	15%
I don't plan to vote	2%	1%	2%	2%	3%	1%	—	1%	3%	0%
Not sure	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(481)	(517)	(197)	(246)	(393)	(162)	(330)	(430)	(238)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Has not watched or listened to any debates this year	73%	74%	70%	76%	76%	73%	68%	70%	72%	73%	78%
They helped me make up my mind	9%	8%	15%	8%	9%	10%	10%	12%	10%	8%	7%
They did not do that	14%	14%	15%	16%	12%	16%	17%	15%	12%	17%	12%
I don't plan to vote	2%	2%	—	—	2%	1%	3%	2%	2%	1%	2%
Not sure	2%	2%	1%	1%	2%	0%	3%	2%	3%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(771)	(113)	(114)	(381)	(269)	(190)	(180)	(225)	(349)	(244)