

The logo features the CNN logo on the left, followed by a vertical bar and the letters 'ORC' in a bold, sans-serif font. Below this, the word 'POLL' is written in large, white, bold, sans-serif capital letters on a solid black rectangular background.

**Interviews with 457 adult Americans who watched the presidential debate conducted by telephone by ORC International on October 16, 2012. The margin of sampling error for results based on the total sample is plus or minus 4.5 percentage points.**

**Survey respondents were first interviewed as part of a random national sample on October 14-15, 2012. In those interviews, respondents indicated they planned to watch tonight's debate and were willing to be re-interviewed after the debate.**

**The sample includes 359 interviews among landline respondents and 98 interviews among cell phone respondents.**

**33% of the respondents who participated in tonight's survey identified themselves as Republicans, 33% identified themselves as Democrats, and 33% identified themselves as Independents.**

1. Regardless of which candidate you happen to support, who do you think did the best job in the debate -- Barack Obama or Mitt Romney?

	Oct. 16 <u>2012</u>	Oct. 3 <u>2012</u>
Obama	46%	25%
Romney	39%	67%
Neither (vol.)	3%	3%
Both (vol.)	12%	5%
No opinion	*	*

TRENDS FROM CNN/ORC, CNN/ USA TODAY/GALLUP AND GALLUP POLLS

	<u>Obama</u>	<u>McCain</u>	<u>Neither (vol.)</u>	<u>Both (vol.)</u>	<u>No opinion</u>
<b><u>OBAMA/MCCAIN 2008</u></b>					
2008 Oct 15	58	31	2	8	1
2008 Oct 7	54	30	4	11	1
2008 Sep 25	51	38	2	9	1
	<u>Kerry</u>	<u>Bush</u>	<u>Neither (vol.)</u>	<u>Both (vol.)</u>	<u>No opinion</u>
<b><u>KERRY/BUSH 2004</u></b>					
2004 Oct 13	52	39	1	8	*
2004 Oct 8	47	45	1	7	*
2004 Sep 30	53	37	1	8	1
	<u>Gore</u>	<u>Bush</u>	<u>Neither (vol.)</u>	<u>Both (vol.)</u>	<u>No opinion</u>
<b><u>GORE/BUSH 2000</u></b>					
2000 Oct 17	46	44	*	10	*
2000 Oct 11	36	49	1	13	1
2000 Oct 3	48	41	2	8	1
	<u>Clinton</u>	<u>Dole</u>	<u>No opinion</u>		
<b><u>CLINTON/DOLE 1996</u></b>					
1996 Oct 16	59	29	12		
1996 Oct 6	51	32	17		
	<u>Clinton</u>	<u>Bush</u>	<u>Perot</u>	<u>None in particular (vol.)</u>	<u>No opinion</u>
<b><u>CLINTON/BUSH/PEROT 1992</u></b>					
1992 Oct 19	28	28	37	7	*
1992 Oct 16-18	58	16	15	7	4
1992 Oct 11	30	16	47	5	2
	<u>Dukakis</u>	<u>Bush</u>	<u>Neither (vol.)</u>	<u>No opinion</u>	
<b><u>DUKAKIS/BUSH 1988</u></b>					
1988 Sep 27-28	38	29	31	2	
	<u>Mondale</u>	<u>Reagan</u>	<u>Neither (vol.)</u>	<u>No opinion</u>	
<b><u>MONDALE/REAGAN 1984</u></b>					
1984 Oct 21	40	43	--	17	
1984 Oct 7	54	35	8	3	

(QUESTIONS 2 AND 3 ROTATED)

2. Did Barack Obama do a better or worse job than you expected?

	Oct. 16 <u>2012</u>	Oct. 3 <u>2012</u>
Better	73%	21%
Worse	10%	61%
Same (vol.)	16%	16%
No opinion	1%	2%

3. Did Mitt Romney do a better or worse job than you expected?

	Oct. 16 <u>2012</u>	Oct. 3 <u>2012</u>
Better	37%	82%
Worse	28%	10%
Same (vol.)	33%	7%
No opinion	2%	1%

CNN/USA TODAY/GALLUP AND CNN/ORC INTERNATIONAL TRENDS

	<u>Better</u>	<u>Worse</u>	<u>Same (vol.)</u>	<u>No opinion</u>
<b><u>BARACK OBAMA</u></b> 2008 Sept 26	57	20	23	1
<b><u>JOHN MCCAIN</u></b> 2008 Sept 26	60	20	18	2
	<u>Better</u>	<u>Worse</u>	<u>Same (vol.)</u>	<u>No opinion</u>
<b><u>BILL CLINTON</u></b> 1996 Oct 6	43	20	35	2
<b><u>BOB DOLE</u></b> 1996 Oct 6	74	14	11	1

4. Next, regardless of which presidential candidate you support, please tell me if you think Barack Obama or Mitt Romney would better handle each of the following issues: (RANDOM ORDER)

	<u>Obama</u>	<u>Romney</u>	<u>Both Equally (vol.)</u>	<u>Neither (vol.)</u>	<u>No Opinion</u>
<b>The economy in general</b>					
October 16, 2012	40%	58%	1%	1%	1%
October 3, 2012	43%	55%	*	*	1%
<b>Health care</b>					
October 16, 2012	46%	49%	1%	2%	2%
October 3, 2012	47%	52%	*	*	1%
<b>Taxes</b>					
October 16, 2012	44%	51%	1%	2%	1%
October 3, 2012	44%	53%	1%	1%	1%
<b>The federal budget deficit</b>					
October 16, 2012	36%	59%	1%	3%	2%
October 3, 2012	41%	57%	1%	1%	*
<b>Foreign Policy</b>					
October 16, 2012	49%	47%	1%	1%	2%

CNN/ORC INTERNATIONAL TRENDS

	<u>Obama</u>	<u>McCain</u>	<u>Both equally (vol.)</u>	<u>Neither (vol.)</u>	<u>No opinion</u>
<b>The economy in general</b>					
2008 Oct 15	59	35	2	2	1
2008 Oct 7	59	37	1	2	*
2008 Sept 26	58	37	2	2	1
<b>Health care</b>					
2008 Oct 15	62	34	3	2	2
<b>Taxes</b>					
2008 Oct 15	56	41	1	1	1

5. Thinking about the following characteristics and qualities, please say whether you think each one better described Barack Obama or Mitt Romney during tonight's debate. (RANDOM ORDER)

	<u>Obama</u>	<u>Romney</u>	<u>Both Equally (vol.)</u>	<u>Neither (vol.)</u>	<u>No Opinion</u>
<b>Seemed to be the stronger leader</b>					
October 16, 2012	46%	49%	4%	1%	1%
October 3, 2012	37%	58%	2%	1%	2%
<b>Was more likeable</b>					
October 16, 2012	47%	41%	7%	5%	*
October 3, 2012	45%	46%	6%	3%	1%
<b>Spent more time attacking his opponent</b>					
October 16, 2012	49%	35%	15%	1%	1%
October 3, 2012	30%	53%	9%	6%	2%
<b>Seemed to care more about the needs and problems of the audience members who asked questions</b>					
October 16, 2012	44%	40%	12%	3%	1%
<b>Answered the questions more directly</b>					
October 16, 2012	43%	45%	6%	6%	1%

CNN /ORC INTERNATIONAL TRENDS

	<u>Obama</u>	<u>McCain</u>	<u>Both equally (vol.)</u>	<u>Neither (vol.)</u>	<u>No opinion</u>
<b>Spent more time attacking his opponent</b>					
2008 Oct 15	7	80	10	2	1
2008 Oct 7	17	63	17	2	1
2008 Sept 26	23	60	15	2	1
<b>Seemed to be the stronger leader</b>					
2008 Oct 15	56	39	3	*	1
2008 Oct 7	54	43	2	1	*
2008 Sept 26	49	43	6	1	1
<b>Was more likable</b>					
2008 Oct 15	70	22	6	1	1
2008 Oct 7	65	28	6	2	*
2008 Sept 26	61	26	11	2	*
<b>Seemed to care more about the needs and problems of the audience members who asked questions</b>					
2008 Oct 7	47	33	15	3	2
<b>Answered the questions more directly</b>					
2008 Oct 7	50	37	7	5	*

(QUESTIONS 6 AND 7 ROTATED)

6. In his remarks tonight, do you think Barack Obama did or did not offer a clear plan for solving the country's problems?

	Oct. 16 <u>2012</u>
Did	38%
Did not	61%
No opinion	1%

7. In his remarks tonight, do you think Mitt Romney did or did not offer a clear plan for solving the country's problems?

	Oct. 16 <u>2012</u>
Did	49%
Did not	50%
No opinion	1%

8. Overall, did tonight's debate make you more likely to vote for Barack Obama or more likely to vote for Mitt Romney, or did tonight's debate not affect how you are likely to vote?

	Oct. 16 <u>2012</u>	Oct. 3 <u>2012</u>
More likely to vote for Obama	25%	18%
More likely to vote for Romney	25%	35%
No effect on vote	48%	47%
No opinion	1%	*