



THE PEW RESEARCH CENTER
For The People & The Press

OCTOBER 11, 2012

TV Trumps Digital Sources for Debate Coverage

One-in-Ten 'Dual-Screened' the Presidential Debate

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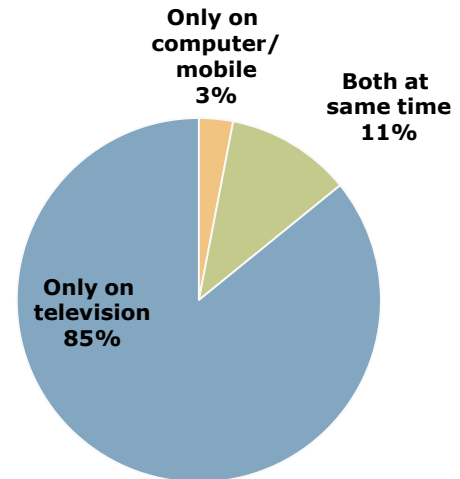
The vast majority of Americans say they followed coverage of the first presidential debate between Mitt Romney and Barack Obama, including 56% who followed the debate live. Most of these real-time viewers watched on television, but 11% of live debate watchers were “dual screeners,” following coverage on a computer or mobile device at the same time as following television coverage. Another 3% say they followed the debate live exclusively online.

The post-debate survey by the Pew Research Center for the People & the Press, conducted Oct. 4-7 among 1,006 adults, finds younger Americans are especially likely to be “dual-screeners,” following the debate live on both television and a computer or mobile device.

Overall, 32% of those younger than 40 say they followed the debate live online, including 22% who followed it both on television and online, and 10% who followed exclusively on a computer or mobile device. Those 40-to-64 are less likely to have followed live online (11%); just 1% followed only online, while 10% followed online as well as on

TV Dominates Debate Viewing

% who followed debate live ...



PEW RESEARCH CENTER Oct. 4-7, 2012. Based on those who followed the debate live (N=632).

How Did You Watch the Presidential Debate?

Among those who watched the debate live ...

	Only on television	Only on computer/mobile	Both at same time	DK
	%	%	%	%
Total	85	3	11	*=100
Men	83	5	12	*=100
Women	87	2	11	*=100
18-39	67	10	22	1=100
40-64	89	1	10	*=100
65+	98	0	2	0=100
College grad+	82	7	11	*=100
Some college	78	2	18	1=100
HS or less	92	1	6	0=100
Republican	84	7	9	0=100
Democrat	88	0	11	*=100
Independent	81	4	13	1=100

PEW RESEARCH CENTER Oct. 4-7, 2012. Figures may not add to 100% because of rounding. Based on those who followed the debate live.

television. Very few Americans 65 and older followed the debate live online (2%) and none followed live coverage exclusively on a computer or mobile device.

Sharing Debate Reactions Online

While Twitter and Facebook provide an outlet for a range of debate reactions, only a small share of Americans are actively participating in these conversations. Only about a third of those who followed the debate in real time online – representing 5% of the overall debate audience– say they shared their own reactions to the debate online. This includes 8% of live debate watchers younger than 40 and 5% of those 40-to-65. No real-time debate watchers 65 and older reported sharing their reactions online while the debate was going.

5% of Real-Time Debate Watchers Shared Reactions Online

	Followed live online	Shared reactions	Did not share
	%	%	%
Total	15	5	10
18-39	32	8	24
40-64	11	5	6
65+	2	0	2
College grad+	18	4	14
Some college	20	9	11
HS or less	8	2	5

PEW RESEARCH CENTER Oct. 4-7, 2012. Based on those who followed the debate live.

Television Top Source for Debate Coverage

Overall, 83% of Americans followed any coverage of the first presidential debate either live or after the debate had already occurred. As with live coverage, television is the dominant source, outpacing other traditional sources, such as newspapers and radio, as well as online sources and social networking sites.

Seven-in-ten Americans (70%) followed debate coverage on television, more than twice the percentage that turned to any other single source. About as many say they followed any debate coverage in newspapers (32%) as online or on a mobile device, such as a cell phone or tablet computer (29%). In addition, 22% say they got debate coverage from social networking sites like Facebook or Twitter. About the same percentage (24%) followed debate coverage on the radio.

Following the Presidential Debate

<i>Follow any debate coverage ...</i>	Yes	No	DK
	%	%	%
On television	70	30	*=100
In newspapers	32	68	*=100
Online/mobile device	29	71	*=100
On the radio	24	76	*=100
On social network site	22	78	*=100
NET any source	83	17	*=100

PEW RESEARCH CENTER Oct. 4-7, 2012. Based on total.

Digital vs. Traditional Sources of Debate Coverage

About a third (36%) of Americans got any debate coverage online or from social networking sites; far more (78%) say they got coverage from traditional sources, including television, newspapers, or radio.

Among those younger than 40, however, the gap is narrower: about half (51%) followed coverage online or on social networking sites, compared with 70% who followed coverage either on television, the radio, or in newspapers. About a third (35%) of those 40-to-64 say they followed debate coverage online or on social networks, compared with 81% who got any coverage through television, newspapers, or the radio. Just 15% of those 65 and older followed the debate digitally; 80% say they turned to traditional sources for debate coverage.

Online, Social Networks Key Debate Source for Those Under 40

<i>Followed any debate coverage ...</i>	NET Online/ Social network %	NET Paper/TV/ Radio %
Total	36	78
18-39	51	70
40-64	35	81
65+	15	80

PEW RESEARCH CENTER Oct. 4-7, 2012. Based on total. Categories not mutually exclusive; some respondents followed coverage both ways.

About the Survey

The analysis in this report is based on telephone interviews conducted October 4-7, 2012 among a national sample of 1,006 adults 18 years of age or older living in the continental United States (601 respondents were interviewed on a landline telephone, and 405 were interviewed on a cell phone, including 206 who had no landline telephone). The survey was conducted under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see: <http://people-press.org/methodology/>.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the March 2011 Census Bureau's Current Population Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status, based on extrapolations from the 2011 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus ...
Total sample	1,006	3.7 percentage points
Republicans	246	7.5 percentage points
Democrats	319	6.6 percentage points
Independents	360	6.2 percentage points
Live debate followers	632	4.7 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

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

PEW RESEARCH CENTER
October 4-7, 2012 OMNIBUS
FINAL TOPLINE
N=1,006

PEW.1 HELD FOR FUTURE RELEASE

NO QUESTIONS PEW.2-PEW.7

ASK ALL:

Thinking about Wednesday's presidential debate...

PEW.8 Did you follow any debate coverage... **[INSERT ITEMS; RANDOMIZE]**, or not?

	<u>Yes</u>	<u>No</u>	(VOL.) <u>DK/Ref</u>
a. On television Oct 4-7, 2012	70	30	*
b. Online or on a mobile device, such as a cell phone or tablet computer Oct 4-7, 2012	29	71	*
c. On social networking sites like Facebook or Twitter Oct 4-7, 2012	22	78	*
d. In newspapers Oct 4-7, 2012	32	68	*
e. On the radio Oct 4-7, 2012	24	76	*

ASK IF SAW ANY COVERAGE (PEW.8a=1 OR PEW.8b=1 OR PEW.8c=1 OR PEW.8d=1 OR PEW.8e=1) [N=873]:

PEW.9 Did you follow the debate while it was happening on Wednesday night, or did you just follow coverage of the debate after it had occurred?

Oct 4-7, 2012

<i>Based on</i> <u>total</u>	<i>Based on</i> <u>filter</u>	
51	62	Followed live
26	31	Followed after debate occurred
5	6	Both (VOL.)
1	1	Don't know/Refused (VOL.)
17	--	Did not follow debate at all
[N=1,006]	[N=873]	

ASK IF FOLLOWED LIVE (PEW.9=1,3) [N=632]:

PEW.10 While the debate was going on, were you following it only on television, only on a computer or mobile device, or on both at the same time?

Oct 4-7

2012

85	Only on television
3	Only on a computer or mobile device
11	Both at the same time
*	Don't know/Refused (VOL.)

ASK IF FOLLOWED DEBATE LIVE ONLINE (PEW.10=2,3) [N=71]:

PEW.11 While the debate was going on, were you sharing your own reactions to the debate online, or not?

Oct 4-7, 2012		
<i>Based on live</i>	<i>Based on</i>	
<u>debate followers</u>	<u>filter</u>	
5	32	Yes, sharing own reactions
10	68	No, not
0	0	Don't know/Refused (VOL.)
85	--	<i>Not a live online debate follower</i>
[N=632]	[N=71]	

NO QUESTION PEW.12**PEW.13-PEW.17 PREVIOUSLY RELEASED**