

2016 PRESIDENTIAL DEBATE SURVEY
The Annenberg Public Policy Center

Please answer these questions by telling us as best you can what the candidate has SAID he or she will do if elected president. **(N=2,520)**

K2. Which candidate supports a trade agreement known as the Trans Pacific Partnership, or TPP? Hillary Clinton, Donald Trump, both, or neither? **(CORRECT: NEITHER)**

	Hillary Clinton %	Donald Trump %	Both %	Neither %	Don't know %	Refused %
Pre-Debate 1	38	8	5	18	32	+
Post-Debate 1	51	8	4	23	13	+
Post - Pre-Debate	+13***	-	-1	+5***	-19	+

***P<.001 +=less than 0.5%

K4. Which candidate favors an increase in the minimum wage? Hillary Clinton, Donald Trump, both, or neither? **(CLINTON FAVORS AN INCREASE, BUT TRUMP'S POSITION IS UNCLEAR)**

	Hillary Clinton %	Donald Trump %	Both %	Neither %	Don't know %	Refused %
Pre-Debate 1	60	4	18	3	14	+
Post-Debate 1	74	3	14	2	6	+
Post - PreDebate	+14***	-1	-4	-1	-8	+

***P<.001 +=less than 0.5%

K8. Which candidate favors increasing taxes on the wealthiest Americans? Hillary Clinton, Donald Trump, both, or neither? **(CORRECT: CLINTON)**

	Hillary Clinton %	Donald Trump %	Both %	Neither %	Don't know %	Refused %
Pre-Debate 1	60	7	13	6	12	+
Post-Debate 1	86	6	5	2	2	+
Post - Pre-Debate	+26***	-1	-8***	-4	-10	+

***P<.001 +=less than 0.5%

2016 PRESIDENTIAL DEBATE TELEPHONE SURVEY

(Asked of Respondents who watched at least some of the debate on 9/26/16; n = 769)

H44. When you watched, followed, or listened to the debate did you ever switch to watch the NFL Monday Night Football game on ESPN between the Atlanta Falcons and New Orleans Saints, or not?

	Yes %	No %	Refused %
10/2/16	10	90	--

2016 PRESIDENTIAL DEBATE SURVEY METHODOLOGY

The APPC knowledge survey results are based on responses from 2,520 debate viewers who completed these knowledge questions online pre-and post-debate as part of a larger sample of 5,145 debate viewers recruited from a probability based national sample. Responses reflect only those who were asked the questions before and after the debate. The survey was conducted for the Annenberg Public Policy Center by market research company [GfK](#), using a probability based online panel. The pre-debate survey was conducted from September 20-23 and the post-debate survey was conducted beginning at noon on September 27 through midnight September 29. The margin of error for the sample of 2,520 debate viewers is +/-2.3 percent.

The sample for this survey was constructed in the following manner. A sample of 19,998 adults, 18+, was selected using GfK's Probability Proportionate to Size (PPS) technique. This sample is adjusted to the adult population demographics to create selection probabilities (basewt). All screened cases (n=9,078) get post stratification weights (predebwt), adjusted so that the entire screened sample matches the U.S. population on below geodemographics. Subsets of that population are those who intend to watch the debate (n=6,115). This weighted subset then becomes the benchmark for those who complete the post-debate survey (postdebwt; n=5,145). This non-response adjustment is computed with predebwt as the basewt. Design effects for each weight are predebwt=1.33, postdebwt=1.42.

The telephone study was conducted for the Annenberg Public Policy Center via telephone by SSRS, an independent research company. Interviews were conducted from September 27-October 2, 2016 among a sample of 1,004 total respondents. The margin of error for total respondents is +/- 3.54% at the 95% confidence level. Total Cell phone respondents were 704 and there were 25 respondents who completed the survey in Spanish. More information about SSRS can be obtained by visiting www.ssrs.com