Presidential Debate Viewership Analysis
Thursday 06/27/24

CNN household tune-in

5,970,513

- Republican: 35.3%
- Democrat: 40.1%
- Non-partisan: 24.6%

What else do debate viewers watch: Top Channel, Top Device, Top App, Top Show

44 minutes was the average total watch time of households who tuned in to the presidential debate on CNN.

38% of the debate watchers can be reached on OTT.

25% consume content on Linear TV.

37% can be reached on both.

28% of viewers watched the presidential debate in its entirety.

48% audience drop off was seen in the first 15 - 30 mins of the debate.

Avid vs indifferent watchers

Avid watchers: 72 – 90 mins of the debate watched

Indifferent watchers: <72 mins of the debate watched

Avid watchers

- Republicans: 33.7%
- Democrats: 41.3%
- Non-partisan: 24.8%
- Male: 49.3%
- Female: 50.7%

Indifferent watchers

- Republicans: 36.6%
- Democrats: 39.5%
- Non-partisan: 24.5%
- Male: 49.4%
- Female: 50.6%

Average Watch duration

- Avid watchers: 1.5 hrs
- Indifferent watchers: 15 min

State-level presidential debate viewership

District of Columbia, South Carolina, New Jersey, Florida, and Georgia had the highest viewership penetration for the debate.

Untapped households = Households who watched the debate but were not exposed to Commercials from Trump or Biden.

Where can you reach these untapped households?

- DC: 6.1%
- SC: 6.0%
- NJ: 5.9%
- FL: 5.7%
- GA: 5.6%

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Lookback of 30 days used for top digital technologies and untapped analysis.

Data Sources: Vizio Commercial, L2 Segments.