

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:



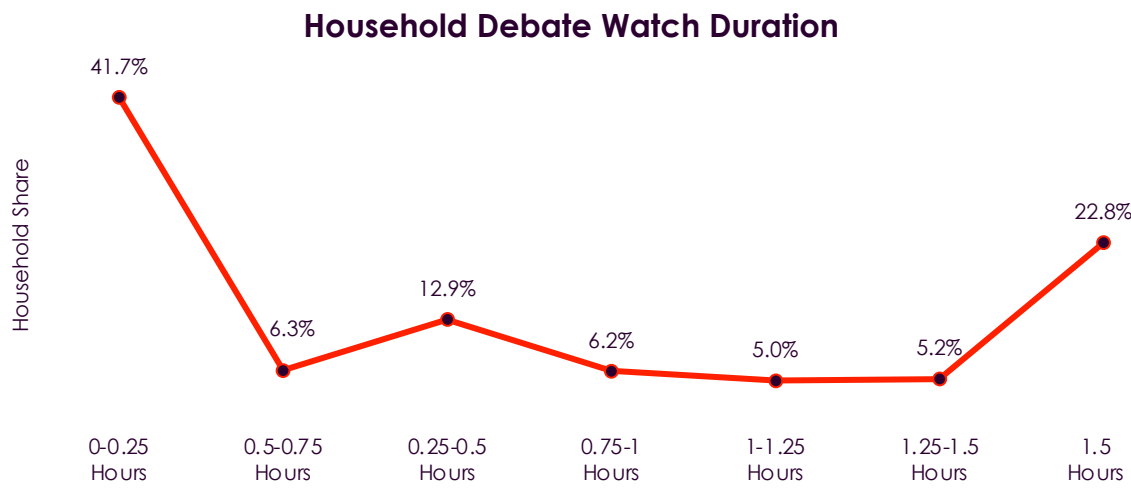
Top Channel

Top Device

Top App

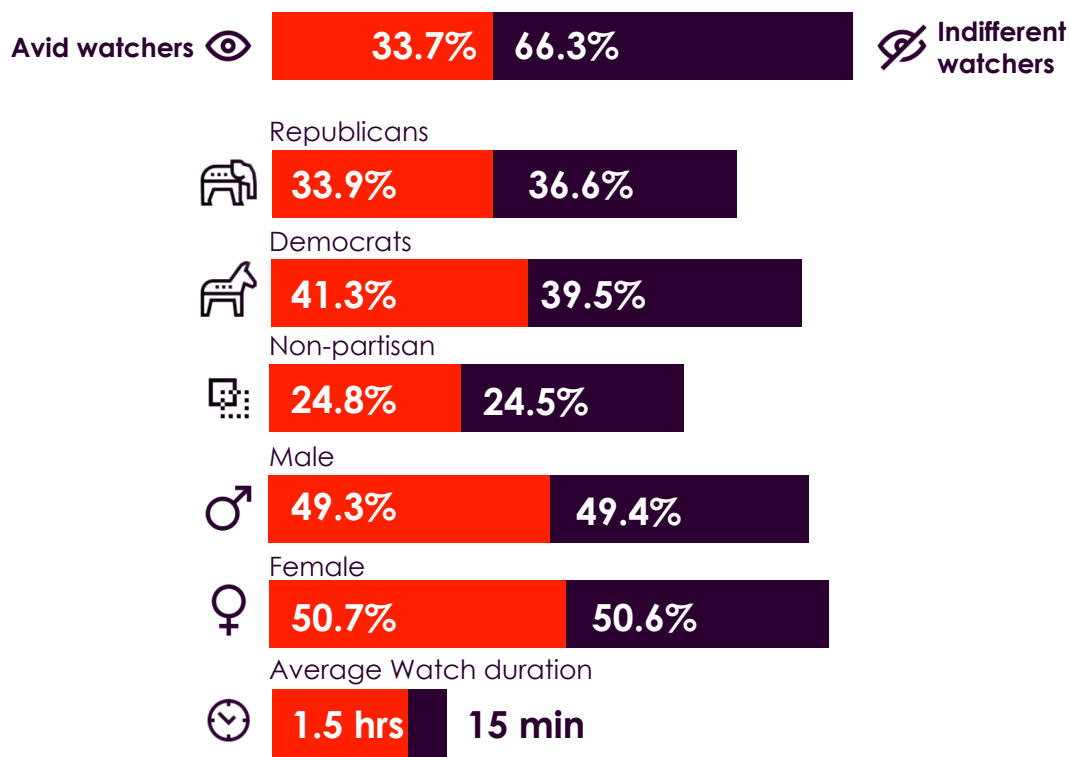
Top Show

Viewer engagement trend

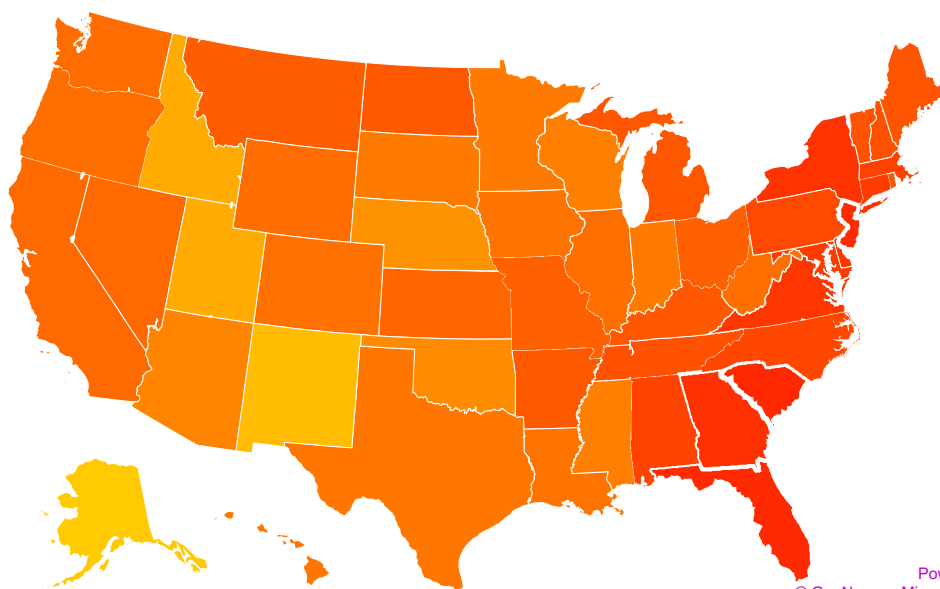


Avid vs indifferent watchers

Avid watchers: **72 – 90 mins** of the debate watched
 Indifferent watchers: **<72 mins** of the debate watched



State-level presidential debate viewership



Vizio Household Viewership Penetration %
 3.1% 4.6% 6.1%

- DC 6.1%
- SC 6.0%
- NJ 5.9%
- FL 5.9%
- GA 5.8%



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

- Lookback of 30 days used for top digital technologies and untapped analysis.
- Data Sources: Vizio Content, Vizio Commercial, L2 Segments.

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.

65.6% Untapped households

Where can you reach these untapped households?

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