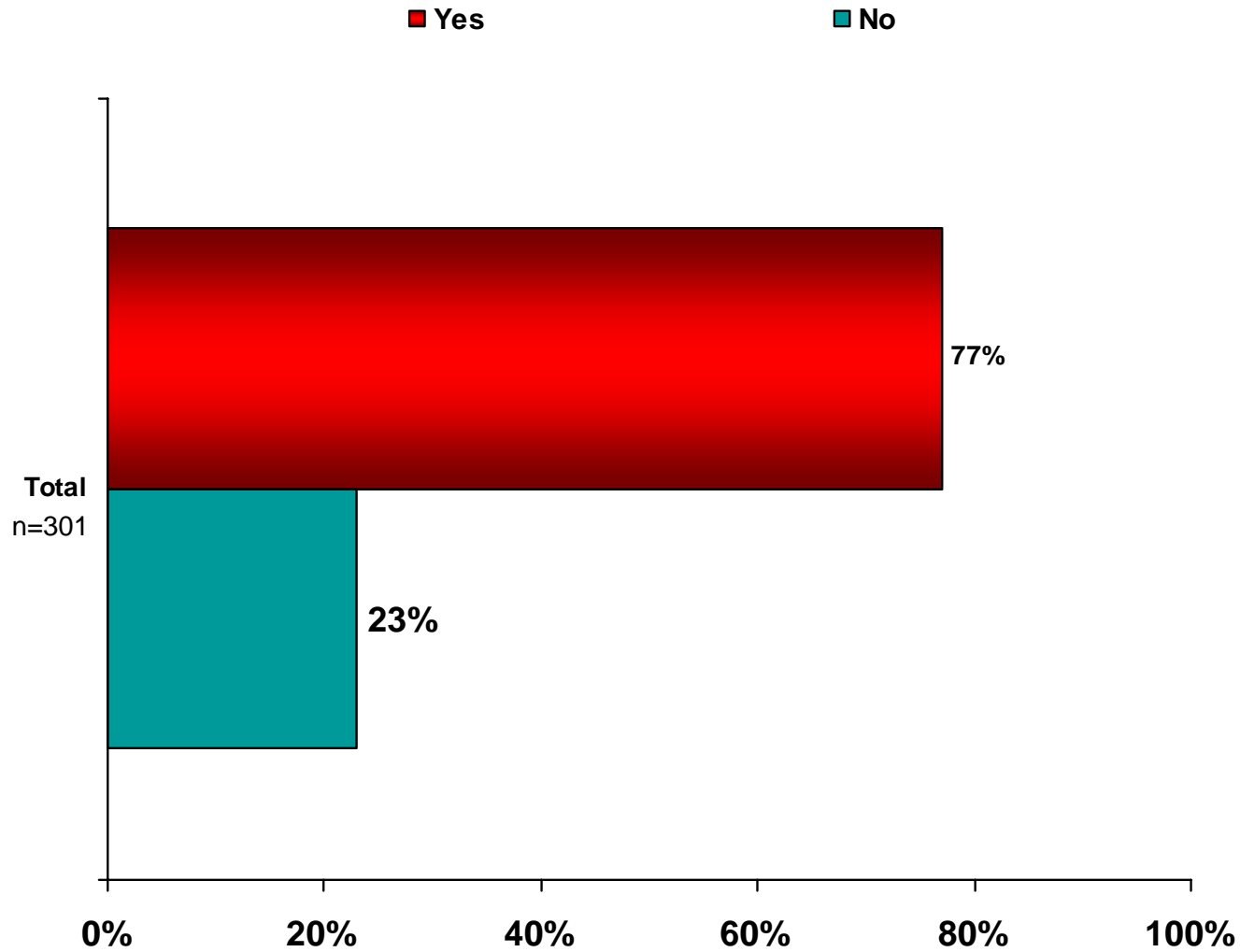
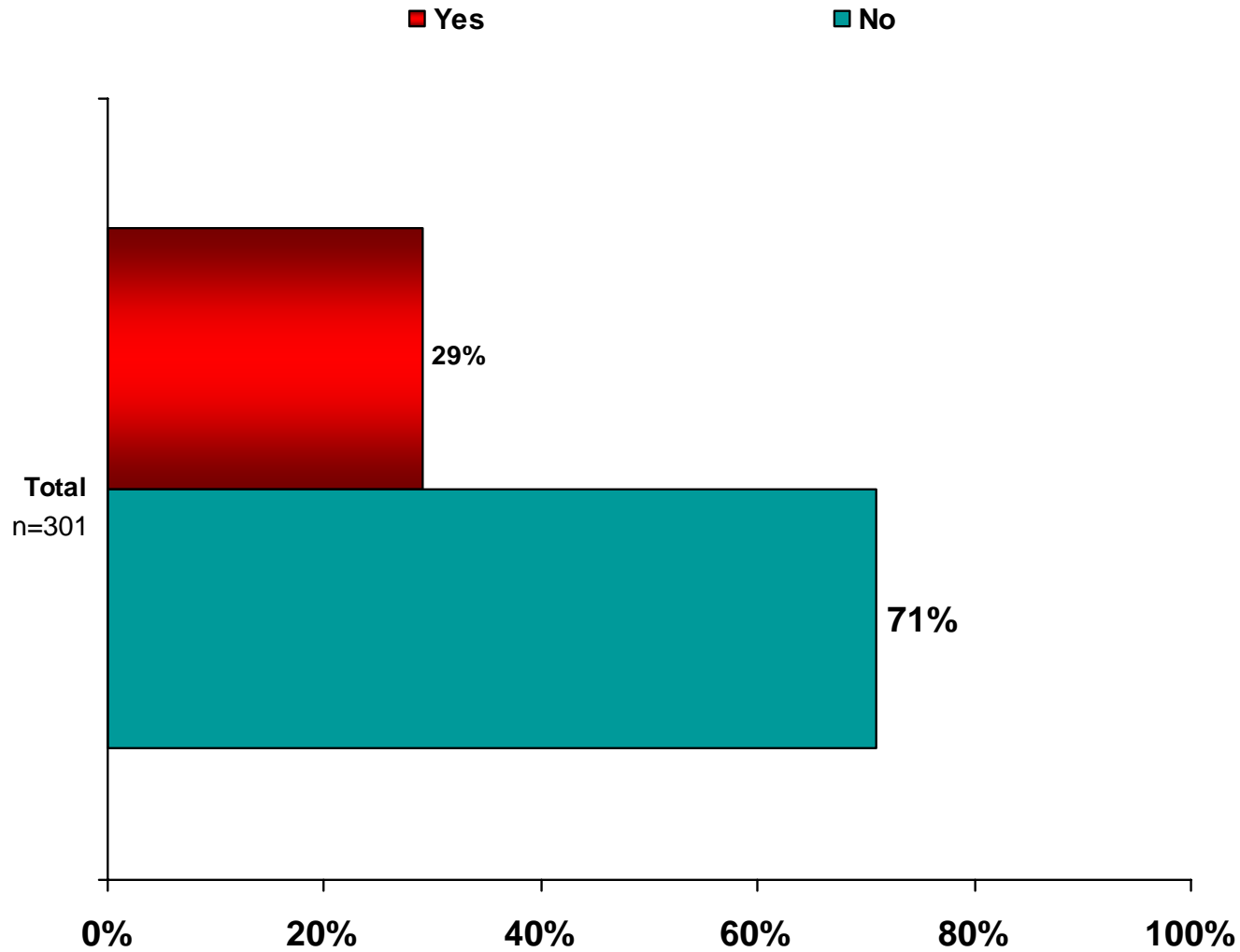


Are you familiar with MSNBC reporter and host of the show Hardball, Chris Matthews?



Percentages may not equal 100 due to rounding

# Did you see Chris Matthews' commentary after President Obama's State of the Union address this past week?



Percentages may not equal 100 due to rounding

Please rate Chris Matthews on the following attributes where 1 represents “Not at all strong in this attribute” and 7 represents “Extremely strong in this attribute.”

### Likeability

	Before Videos (n=231)	After Video 1 (n=301)	After Video 2 (n=301)
MEAN	4.4	4.0	3.8

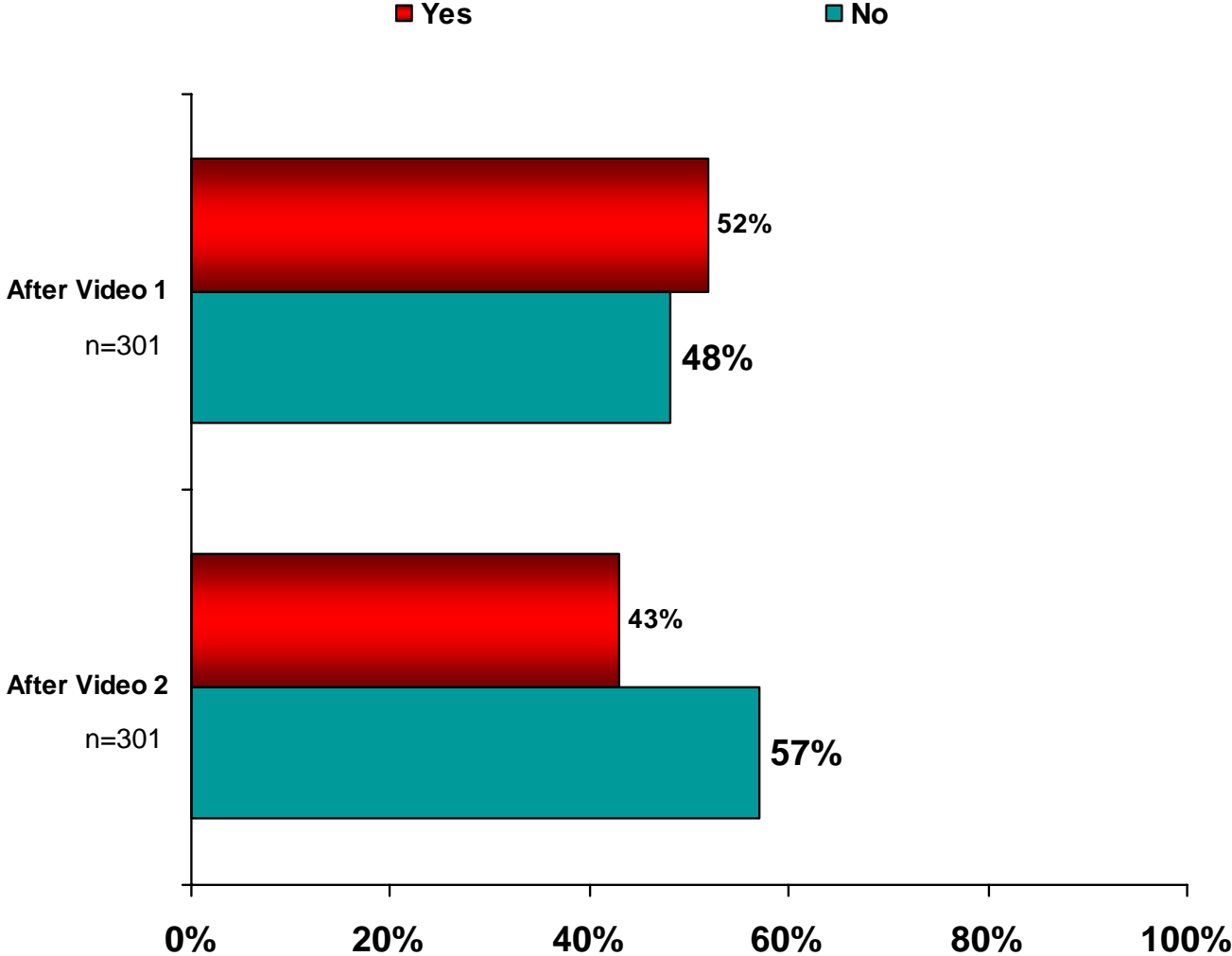
### Believability

	Before Videos (n=231)	After Video 1 (n=301)	After Video 2 (n=301)
MEAN	4.4	4.2	3.9

### Sincerity

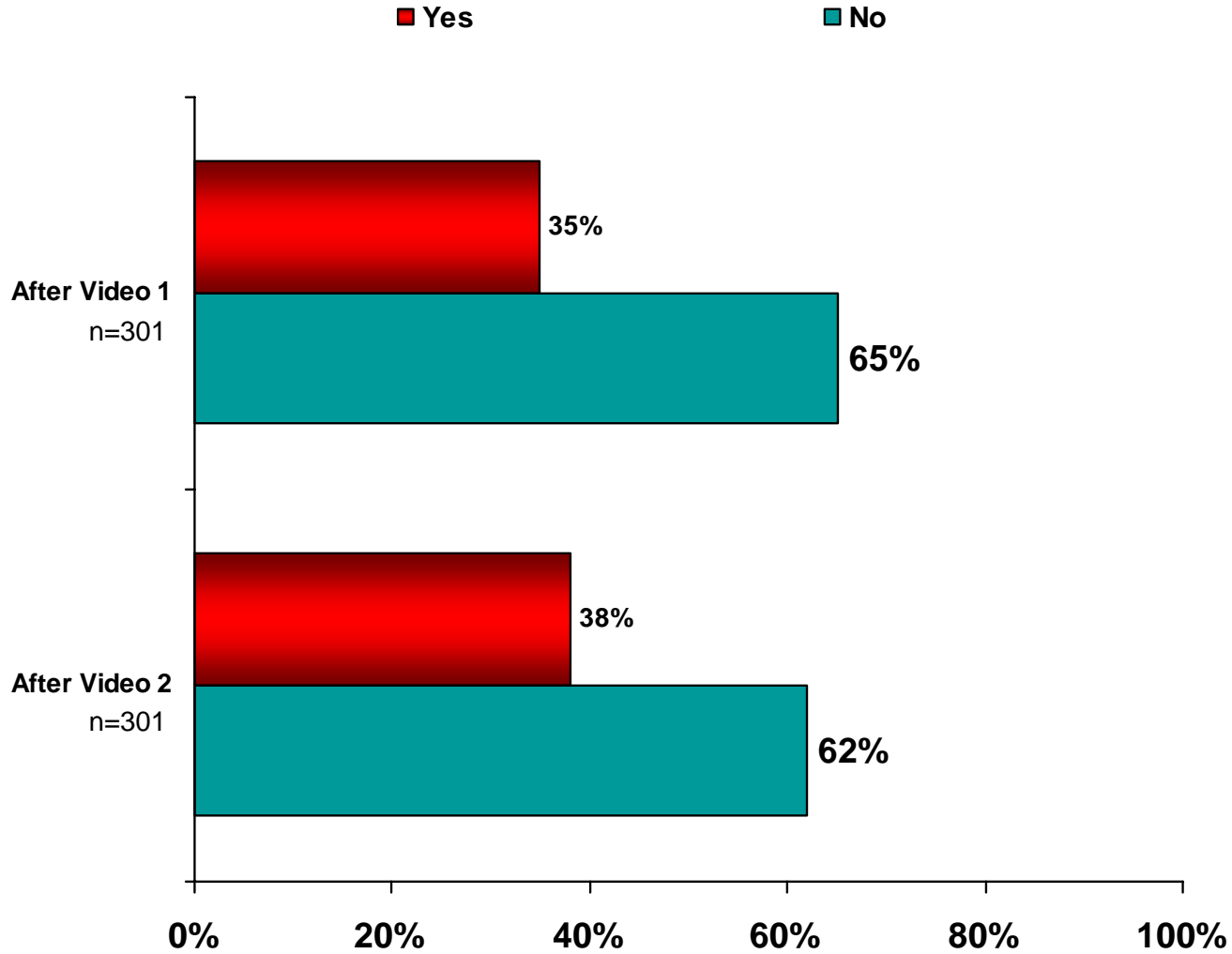
	Before Videos (n=231)	After Video 1 (n=301)	After Video 2 (n=301)
MEAN	4.5	4.5	4.1

# Do you think Chris Matthews' comments on President Obama were appropriate?



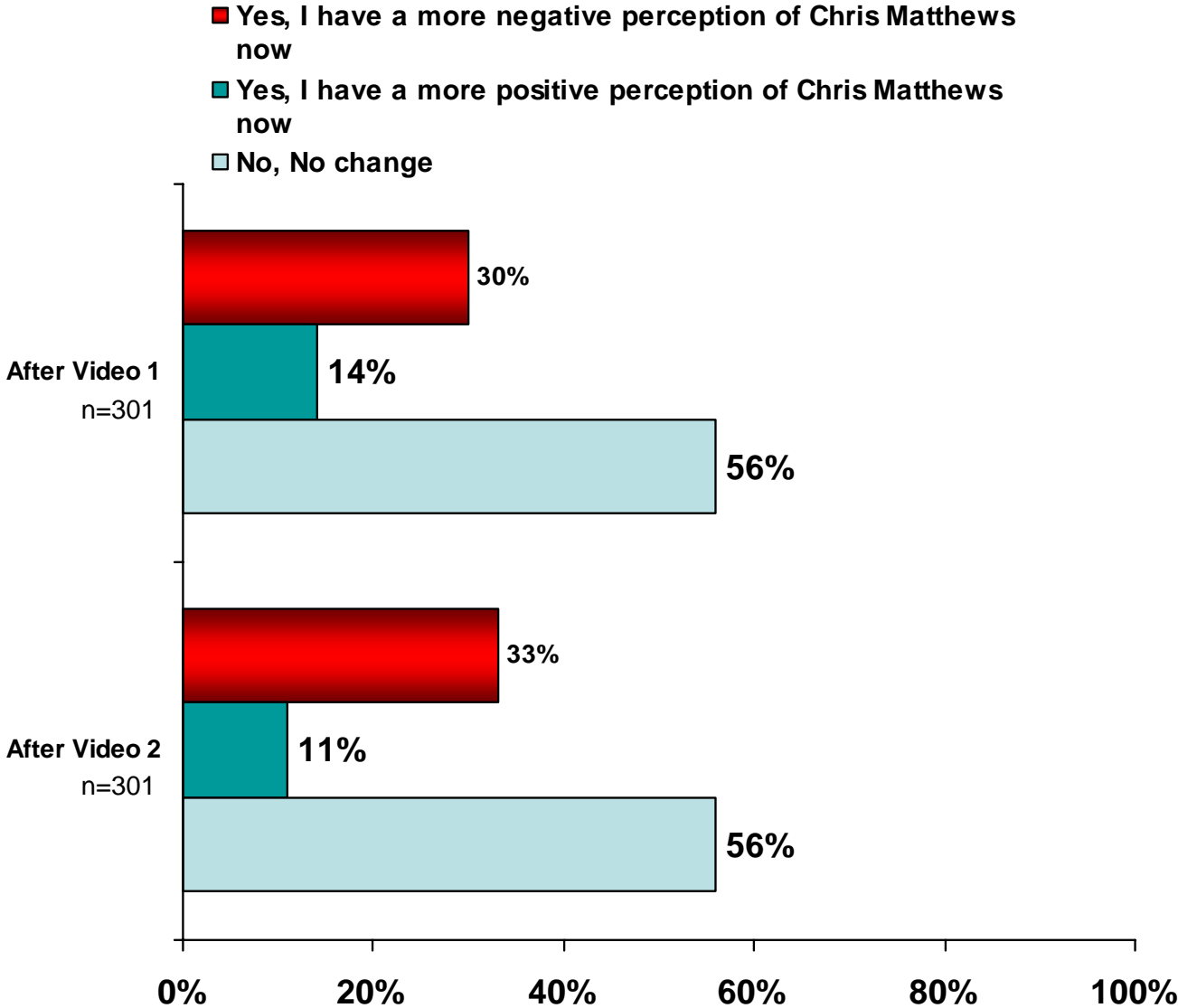
Percentages may not equal 100 due to rounding

# Do you think Chris Matthews' comments on President Obama were racist?



Percentages may not equal 100 due to rounding

# Has this incident changed your perception of Chris Matthews?



Percentages may not equal 100 due to rounding