

“Please rate Sarah Palin on the following attributes where 1 represents ‘Not at all strong in this attribute’ and 7 represents ‘Extremely strong in this attribute.’”

### Likeability

#### BEFORE video

	Democrats	Republicans	Independents
MEAN	3.5	5.6	4.0

#### AFTER video

	Democrats	Republicans	Independents
MEAN	3.2	5.4	3.8

### Believability

#### BEFORE video

	Democrats	Republicans	Independents
MEAN	2.9	5.2	3.6

#### AFTER video

	Democrats	Republicans	Independents
MEAN	2.8	5.1	3.5

### Sincerity

#### BEFORE video

	Democrats	Republicans	Independents
MEAN	3.0	5.4	3.9

#### AFTER video

	Democrats	Republicans	Independents
MEAN	2.8	5.1	3.6

“Please rate Levi Johnston on the following attributes where 1 represents ‘Not at all strong in this attribute’ and 7 represents ‘Extremely strong in this attribute.’”

**Likeability**

**BEFORE video**

	Democrats	Republicans	Independents
MEAN	3.4	3.2	3.5

**AFTER video**

	Democrats	Republicans	Independents
MEAN	3.6	3.0	3.6

**Believability**

**BEFORE video**

	Democrats	Republicans	Independents
MEAN	3.5	3.0	3.6

**AFTER video**

	Democrats	Republicans	Independents
MEAN	3.9	3.1	3.9

**Sincerity**

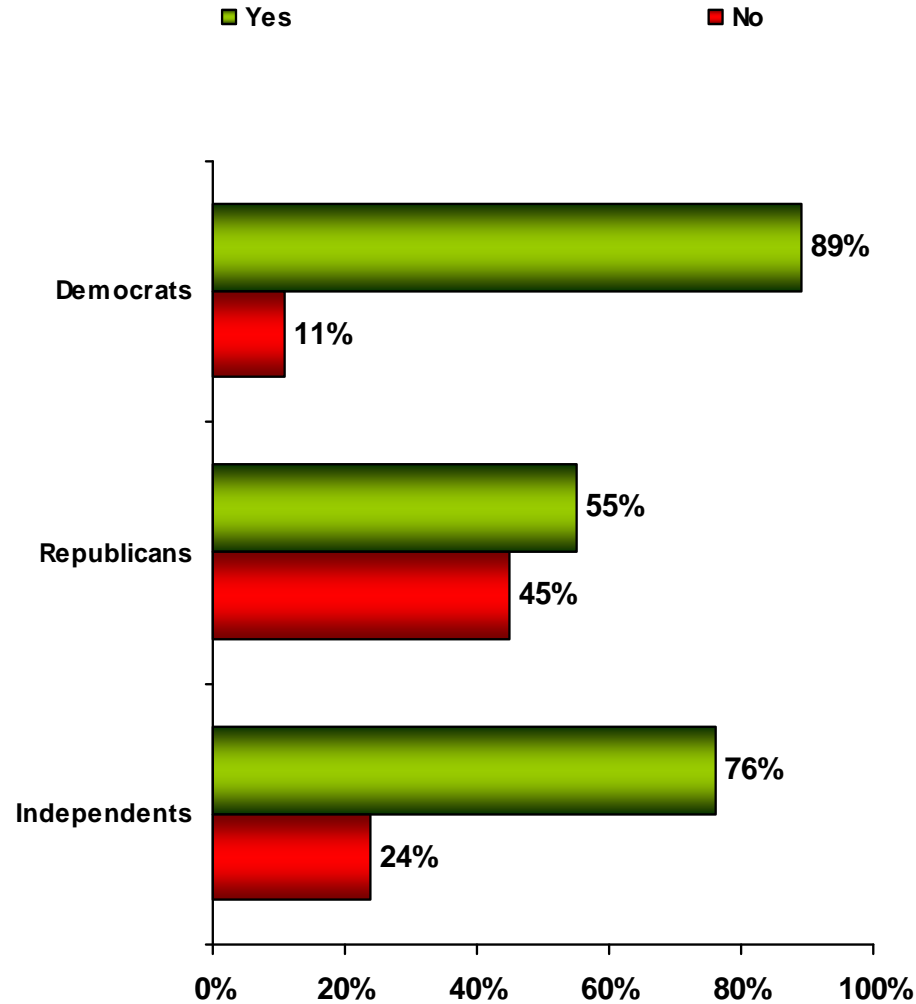
**BEFORE video**

	Democrats	Republicans	Independents
MEAN	3.4	3.0	3.6

**AFTER video**

	Democrats	Republicans	Independents
MEAN	3.8	3.0	3.8

“Do you agree with Levi Johnston that Sarah Palin was not completely honest about her reasons for resigning from her position as Governor of Alaska?”

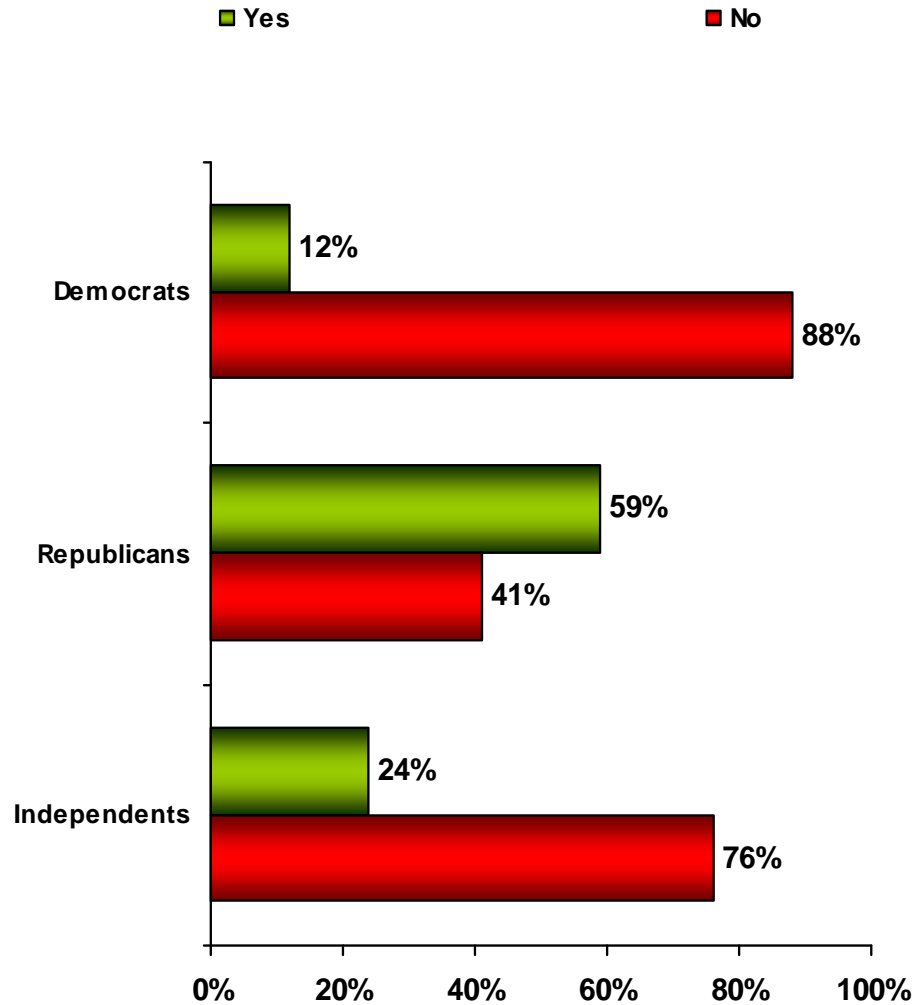


Percentages may not equal 100 due to rounding

“Please indicate the reason(s) you believe contributed to Sarah Palin’s decision to resign.  
Select all that apply.”

	<b>Democrats</b>	<b>Republicans</b>	<b>Independents</b>
<b>Time/money wasted on fighting ethics charges and lawsuits</b>	38%	<b>45%</b>	<b>41%</b>
<b>Personal/family reasons</b>	40%	64%	49%
<b>To prepare to run for the next Presidential Election in 2012</b>	38%	37%	41%
<b>Negative media coverage</b>	<b>47%</b>	58%	43
<b>Endorsements and book deals</b>	74%	53%	64%
<b>Other</b>	5%	11%	16%

“Would you support Sarah Palin if she were to run in the Presidential Election in 2012?”



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