

“Please rate President Barack Obama on the following attributes where 1 represents ‘Not at all strong in this attribute’ and 7 represents ‘Extremely strong in this attribute’”

### Likeability

	Democrats	Republicans	Independents
MEAN	5.7	3.9	4.8

	Democrats	Republicans	Independents
MEAN	5.7	3.6	4.7

	Democrats	Republicans	Independents
MEAN	5.7	3.3	4.7

### Believability

	Democrats	Republicans	Independents
MEAN	5.4	2.8	4.1

	Democrats	Republicans	Independents
MEAN	5.3	2.7	4.1

	Democrats	Republicans	Independents
MEAN	5.5	2.6	4.1

### Sincerity

	Democrats	Republicans	Independents
MEAN	5.6	3.1	4.4

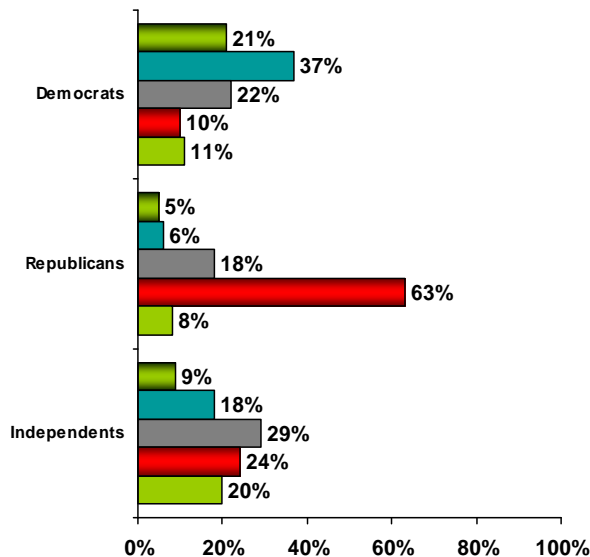
	Democrats	Republicans	Independents
MEAN	5.5	3.0	4.3

	Democrats	Republicans	Independents
MEAN	5.6	2.8	4.3

# “Please indicate how supportive you are of our current plan for health care reform?”

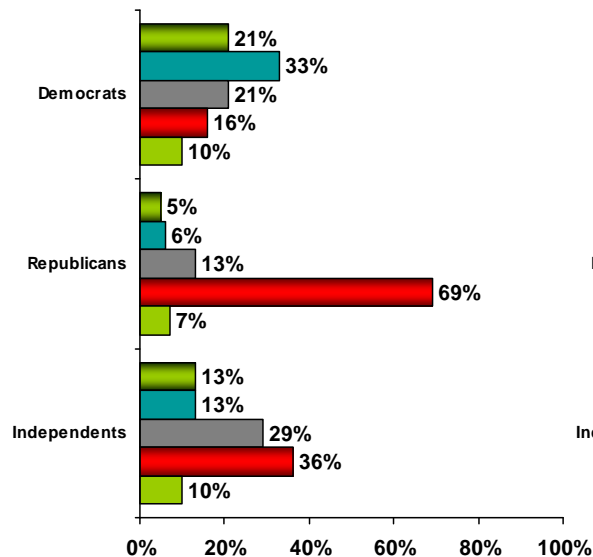
## BEFORE both ads

- Extremely supportive
- Somewhat supportive
- Not sure
- Supportive
- Not at all supportive



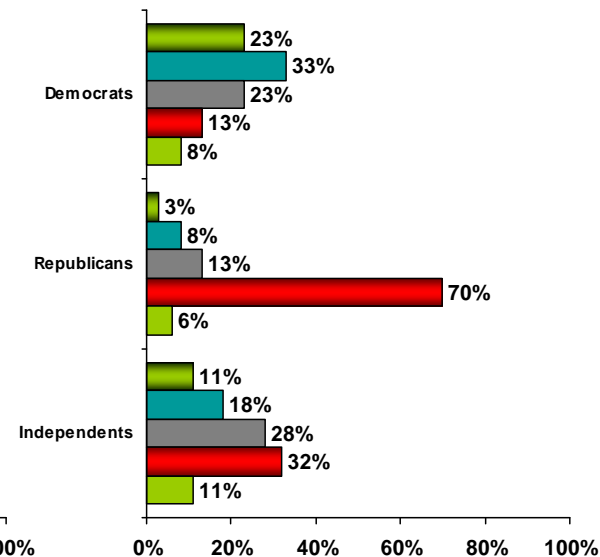
## AFTER anti-reform ad

- Extremely supportive
- Somewhat supportive
- Not sure
- Supportive
- Not at all supportive



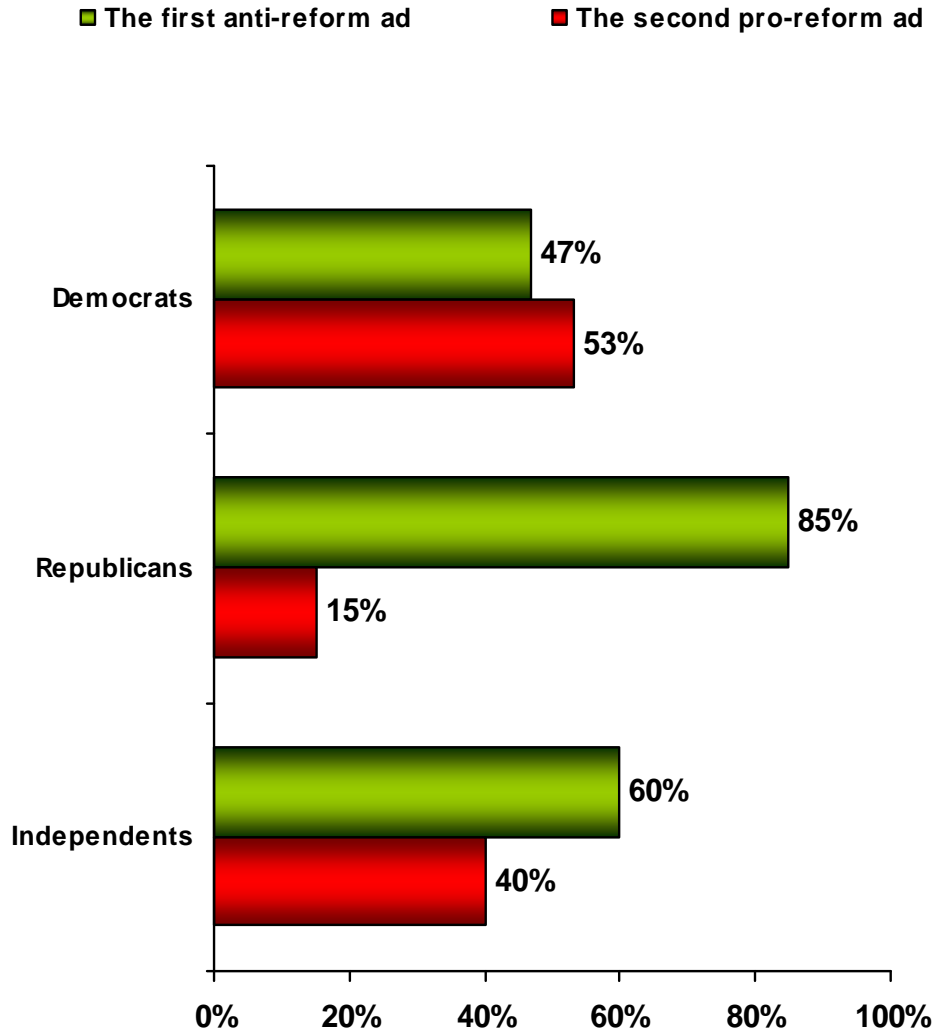
## AFTER pro-reform ad

- Extremely supportive
- Somewhat supportive
- Not sure
- Supportive
- Not at all supportive



Percentages may not equal 100 due to rounding

“Please indicate which of the two ads you felt was more effective.”



Percentages may not equal 100 due to rounding