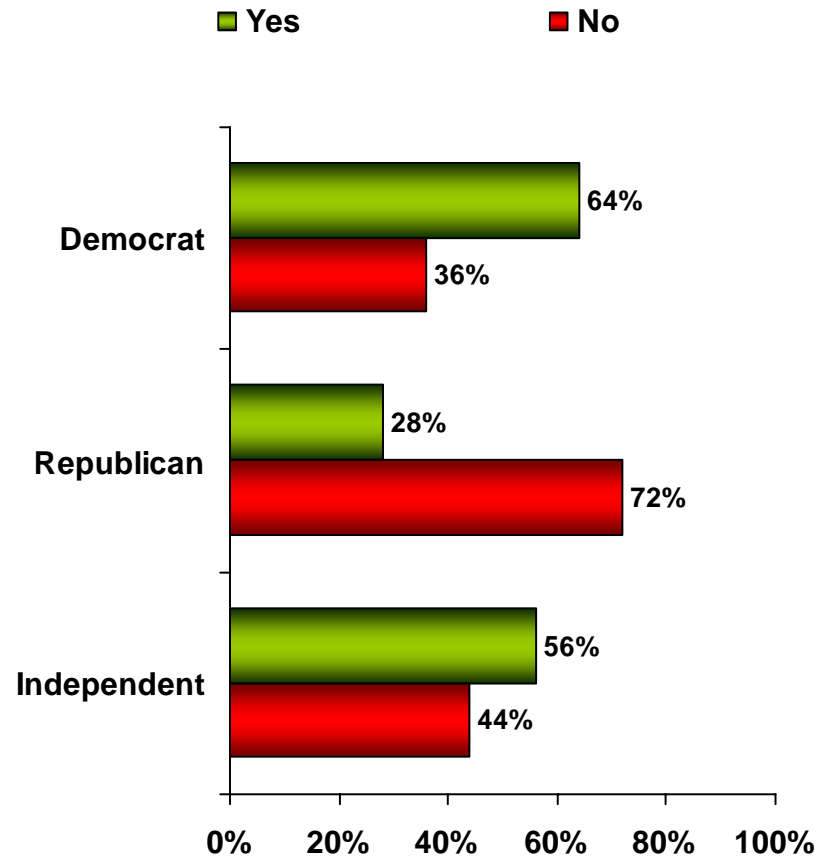
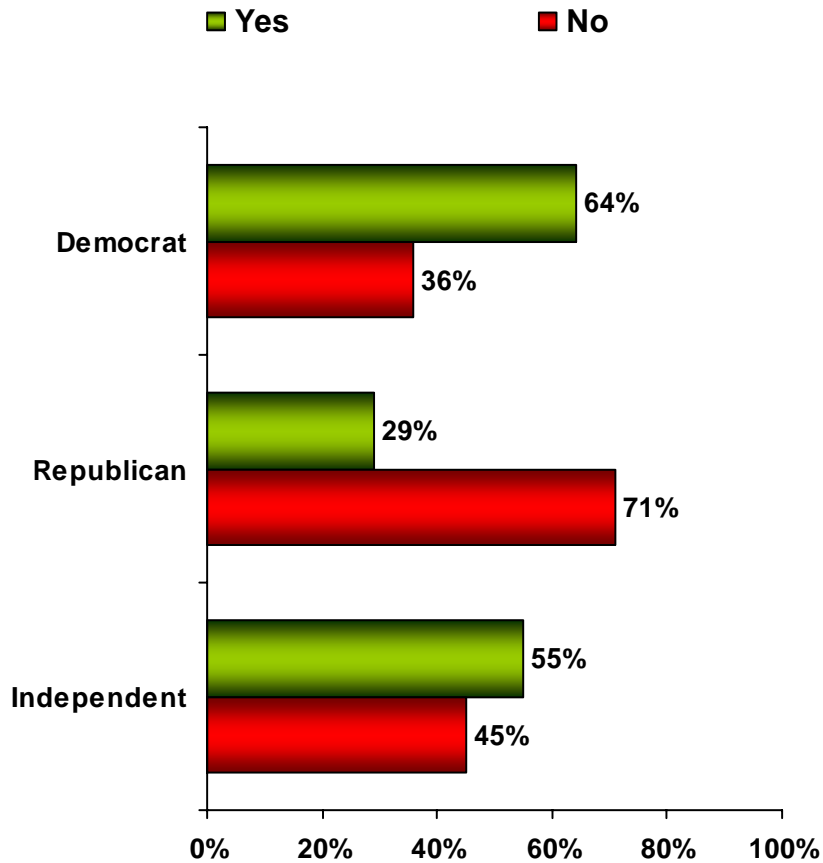


# “Are you a supporter of same sex marriage?”

## BEFORE Viewing Ad

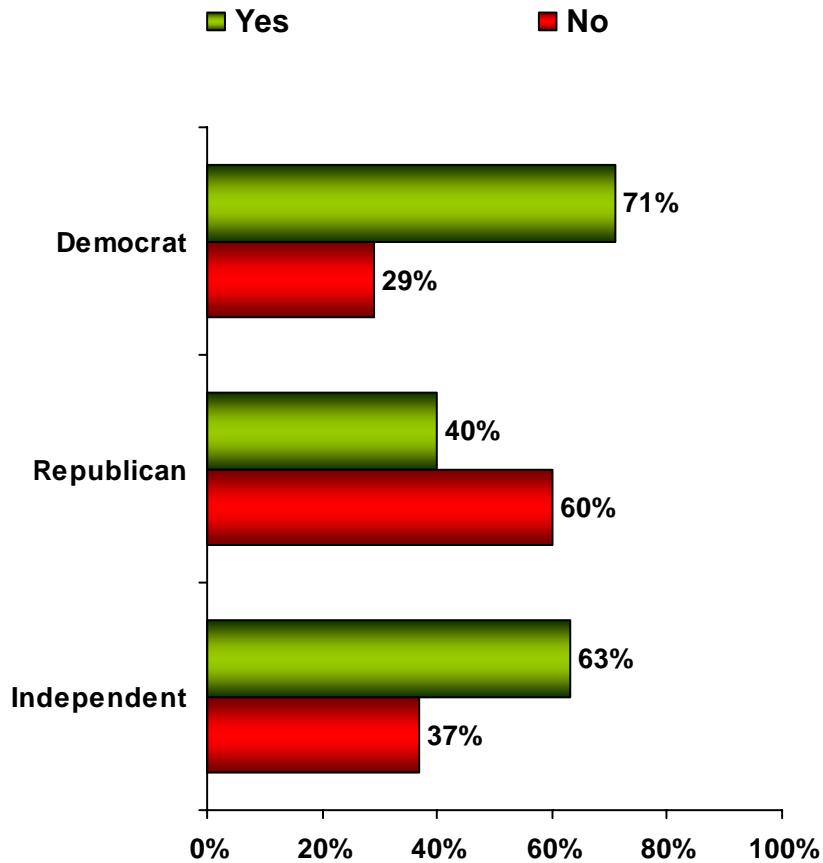
## AFTER Viewing Ad



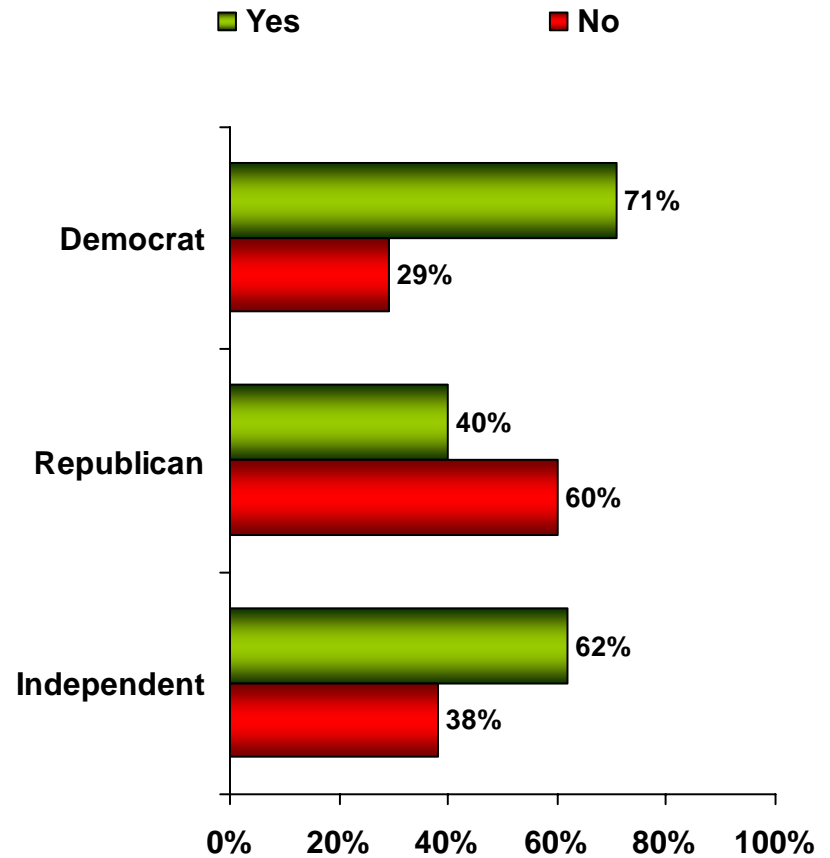
Percentages may not equal 100 due to rounding

# “Are you a supporter of same sex partners raising children together?”

## BEFORE Viewing Ad



## AFTER Viewing Ad



Percentages may not equal 100 due to rounding

“Which of the following emotions did you feel while viewing the video?  
Please select all that apply.”

### After Viewing Video

	Democrats	Republicans	Independents
Anger	7%	14%	8%
Inspiration	52%	23%	38%
Sadness	12%	29%	20%
Skepticism	18%	33%	24%
Confusion	10%	12%	10%
Disturbing	16%	37%	19%
Embarrassment	5%	8%	6%
Pride	32%	12%	21%
Happiness	53%	28%	46%

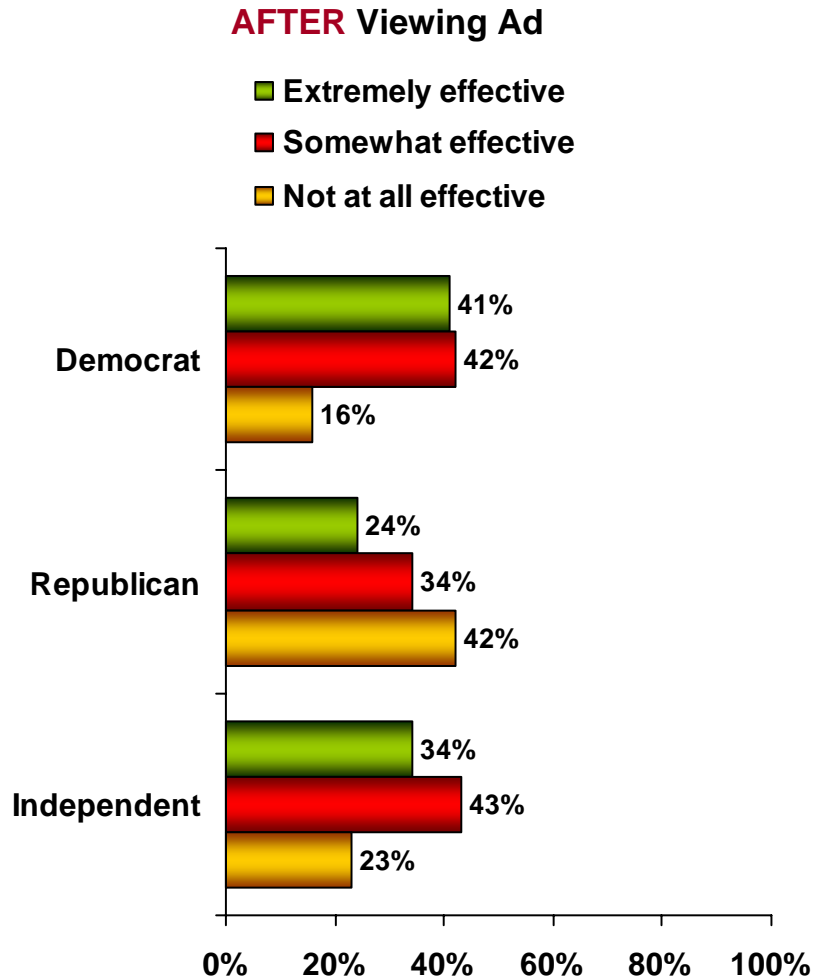
“Which of the following emotions did you feel the most while viewing the video?  
Please select one emotion you felt most.”

### After Viewing Video

	Democrats	Republicans	Independents
Anger	1%	3%	3%
Inspiration	28%	10%	18%
Sadness	6%	15%	10%
Skepticism	11%	18%	15%
Confusion	3%	6%	4%
Disturbing	10%	24%	10%
Embarrassment	0%	1%	2%
Pride	8%	2%	4%
Happiness	32%	20%	33%

Percentages may not equal 100 due to rounding

“Please indicate how effective you thought this advertisement was.”



Percentages may not equal 100 due to rounding