

Table 1. Cell and Marginal Means and Standard Deviations

	<i>Watched Ad</i>		<i>Did Not Watch Ad</i>		<i>Political Party Main Effect</i>
	<i>n</i>	<i>M (SD)</i>	<i>n</i>	<i>M (SD)</i>	<i>M (SD)</i>
Democrat	20	_____	_____	2.50 (.73)	2.38 (.64)
Independent	20	_____	_____	_____	_____
Video main effect		2.59 (.60)		_____	