
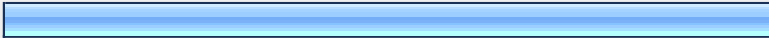
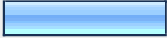






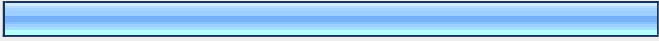
# McCain vs Obama Website Face-off

1. Which Website has the most pleasing design?			
		Response Percent	Response Count
JohnMcCain.com		15.5%	17
<b>BarackObama.com</b>		<b>84.5%</b>	93
<i>answered question</i>			<b>110</b>
<i>skipped question</i>			<b>1</b>

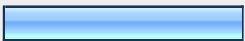

2. Which Website seems more innovative?			
		Response Percent	Response Count
JohnMcCain.com		17.6%	19
<b>BarackObama.com</b>		<b>82.4%</b>	89
<i>answered question</i>			<b>108</b>
<i>skipped question</i>			<b>3</b>

3. Which Website has more appealing content?			
		Response Percent	Response Count
JohnMcCain.com		28.4%	31
<b>BarackObama.com</b>		<b>71.6%</b>	78
<i>answered question</i>			<b>109</b>
<i>skipped question</i>			<b>2</b>

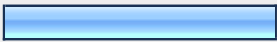
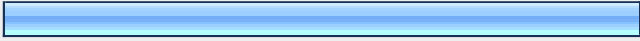
**4. Which Website do you feel is the most effective for telling the candidate's story and attracting contributions and voters to its cause?**

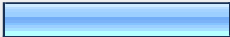
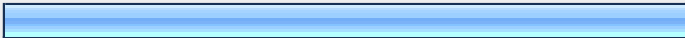
		Response Percent	Response Count
JohnMcCain.com		27.8%	30
<b>BarackObama.com</b>		<b>72.2%</b>	<b>78</b>
		<i>answered question</i>	<b>108</b>
		<i>skipped question</i>	<b>3</b>


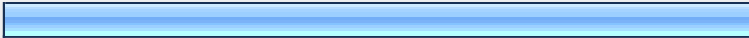
**5. Which Website is easier to use?**

		Response Percent	Response Count
JohnMcCain.com		26.2%	28
<b>BarackObama.com</b>		<b>73.8%</b>	<b>79</b>
		<i>answered question</i>	<b>107</b>
		<i>skipped question</i>	<b>4</b>

**6. Which Website is more effective in terms of copywriting?**



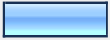

		Response Percent	Response Count
JohnMcCain.com		29.9%	32
<b>BarackObama.com</b>		<b>70.1%</b>	<b>75</b>
		<i>answered question</i>	<b>107</b>
		<i>skipped question</i>	<b>4</b>

7. Which Website offers more interactivity for the user?			
		Response Percent	Response Count
JohnMcCain.com		24.8%	26
<b>BarackObama.com</b>		<b>75.2%</b>	<b>79</b>
<i>answered question</i>			<b>105</b>
<i>skipped question</i>			<b>6</b>

8. Which Website has a better use of technology?			
		Response Percent	Response Count
JohnMcCain.com		17.6%	19
<b>BarackObama.com</b>		<b>82.4%</b>	<b>89</b>
<i>answered question</i>			<b>108</b>
<i>skipped question</i>			<b>3</b>

9. Which Website is more effective in the following areas?			
	JohnMcCain.com	BarackObama.com	Response Count
Fundraising	21.5% (23)	<b>78.5% (84)</b>	107
signing up volunteers	26.4% (28)	<b>73.6% (78)</b>	106
Defining the campaign issues	24.1% (26)	<b>75.9% (82)</b>	108
Defining the candidate	36.1% (39)	<b>63.9% (69)</b>	108
Use of social media	15.0% (16)	<b>85.0% (91)</b>	107
Use of video	31.1% (33)	<b>68.9% (73)</b>	106
<i>answered question</i>			<b>109</b>
<i>skipped question</i>			<b>2</b>

**10. If the election was to be held today. Which candidate would you be more likely to vote for?**

		Response Percent	Response Count
John McCain		15.7%	17
<b>Barack Obama</b>		<b>54.6%</b>	59
Neither		11.1%	12
I am a non-US Judge and can not vote		18.5%	20
		<i>answered question</i>	<b>108</b>
		<i>skipped question</i>	<b>3</b>

**11. Please provide any comments you might have regarding either Website (include your name and company if you are willing to have the quote attributed to you in the press.)**

		Response Count
		50
		<i>answered question</i>
		<b>50</b>
		<i>skipped question</i>
		<b>61</b>