

Table 2

How did the nominees and their campaigns describe their candidates most often to their supporters during the primaries and caucuses?

	% of McCain E-mails	% of Obama E-mails
Best	12.7	1.8
Bold	27.1	0.6
Clear	3.0	3.6
Committed	5.4	1.8
Conservative	23.5	0.0
Consistent	6.0	1.8
Courageous or Brave	37.3	1.8
Energetic	1.8	3.0
Experienced	45.8	1.2
Fights	9.0	3.0
Hard Working	9.0	2.4
Hero	8.4	0.0
Honest	4.2	7.2
Inspirational	1.8	6.0
Knowledgeable or Understands Issues	11.4	0.6
Judgment	4.2	4.8
Leader	59.0	6.6
Maverick	3.6	0.0
Ready	13.3	1.2
Right Person	13.3	0.0
Serves	36.7	1.2
Stands Up for Others or for Beliefs	7.2	2.4
Strong	7.8	0.6
Track Record	8.4	0.6
Unifying	1.8	6.0
Vision	12.7	4.2
Mention Any Candidate Quality	86.7	35.3
Mentions Specific Previous Experience	23.5	7.8
Number of E-mails	166	167