

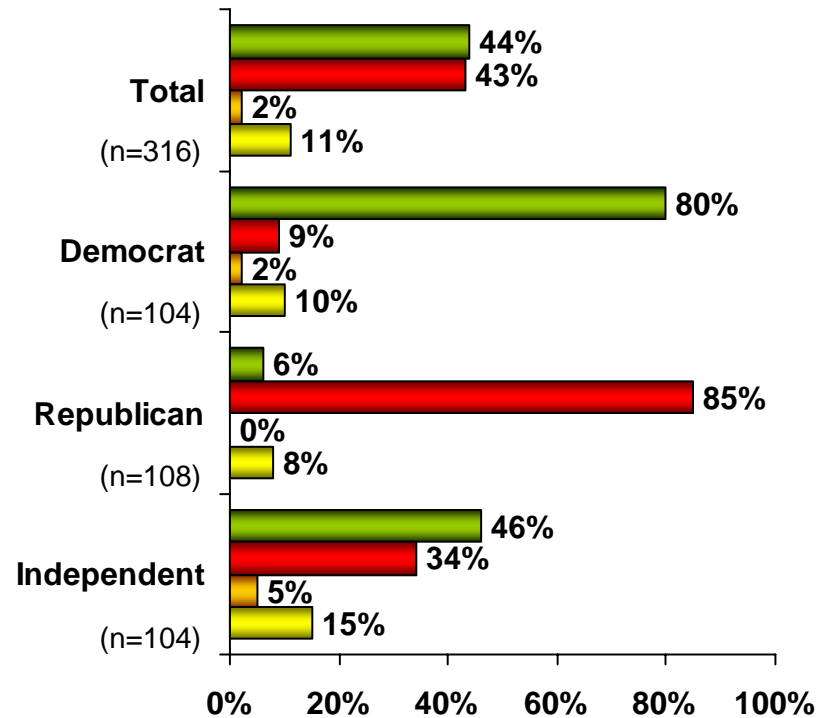
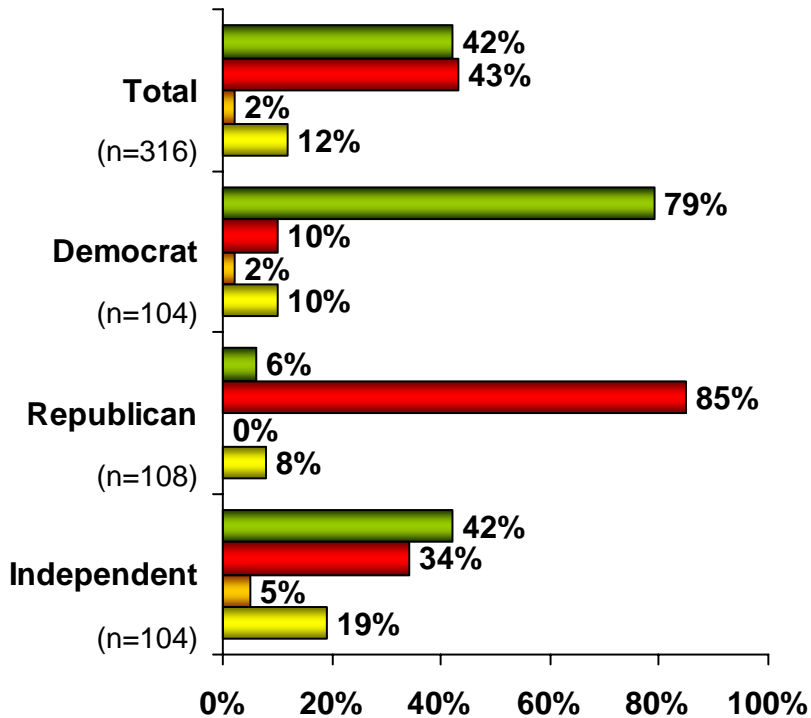
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

## Before Viewing Video

## After Viewing Video

■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided

■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided



Percentages may not equal 100 due to rounding

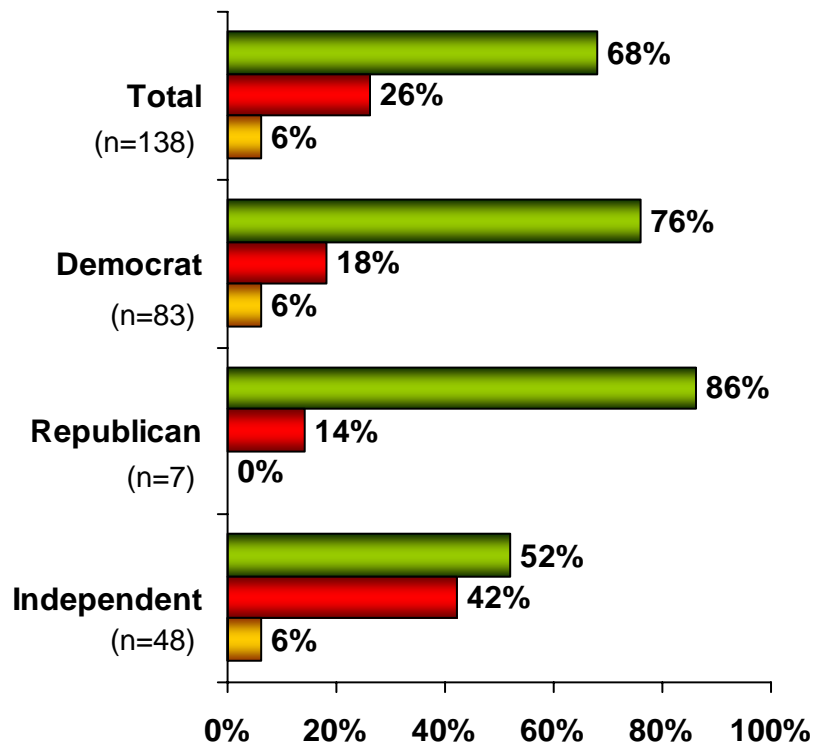
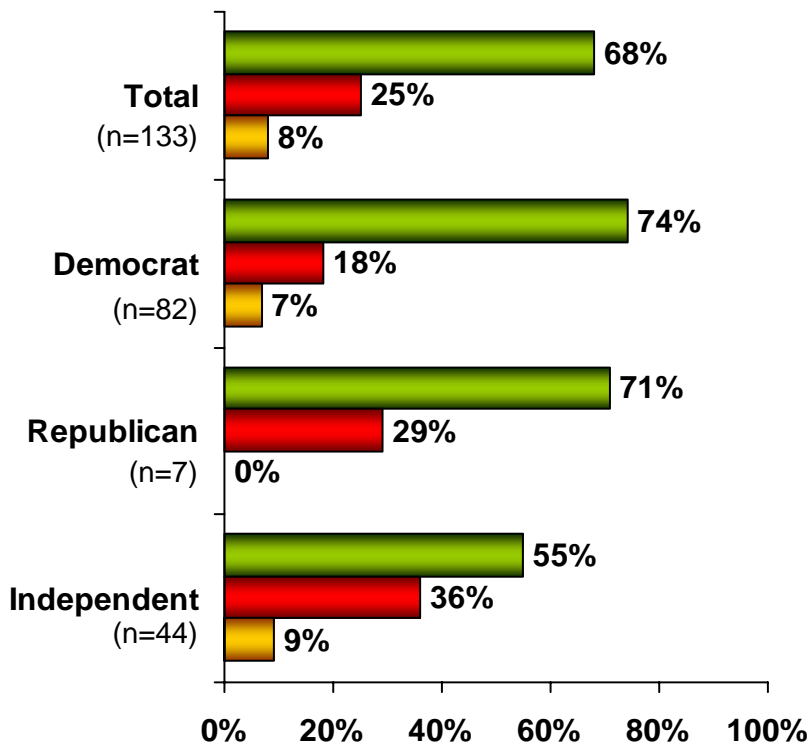
**If respondent indicated they will vote for Obama:  
 “Which of the following best describes your likelihood to vote for Barack Obama  
 in the 2008 Presidential Election?”**

**Before** Viewing Video

**After** Viewing Video

- Definitely Voting for Obama
- Strongly leaning toward voting for Obama
- Somewhat leaning toward voting for Obama

- Definitely Voting for Obama
- Strongly leaning toward voting for Obama
- Somewhat leaning toward voting for Obama



Percentages may not equal 100 due to rounding

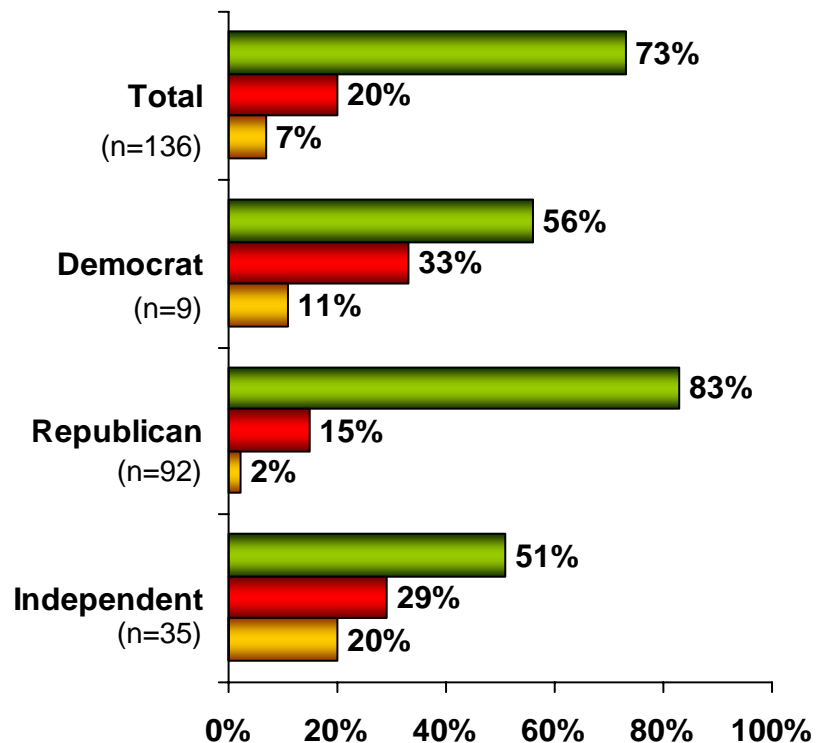
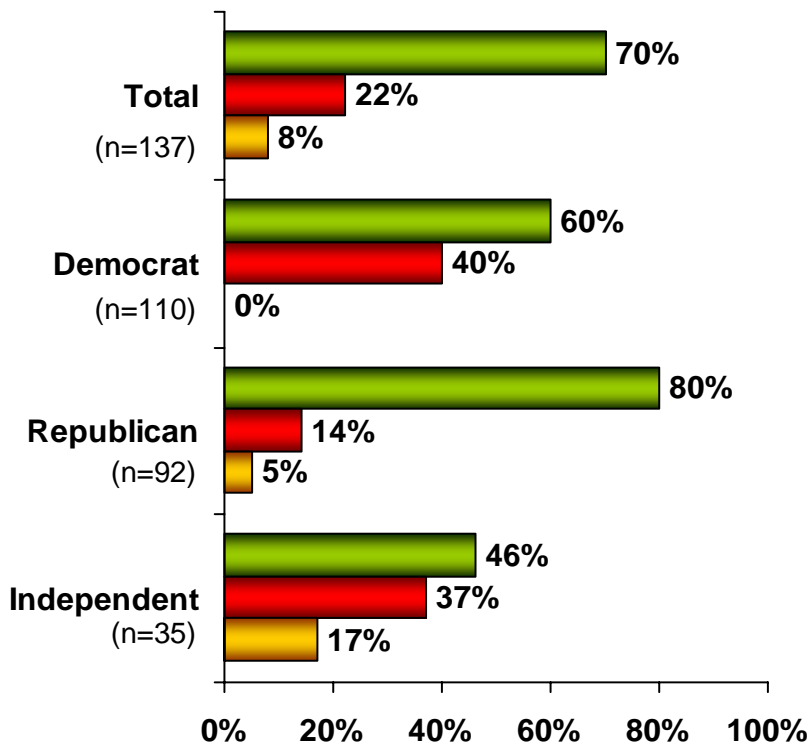
**If respondent indicated they will vote for McCain:  
 “Which of the following best describes your likelihood to vote for John McCain  
 in the 2008 Presidential Election?”**

**Before** Viewing Video

**After** Viewing Video

- Definitely Voting for McCain
- Strongly leaning towards voting for McCain
- Somewhat leaning towards voting for McCain

- Definitely Voting for McCain
- Strongly leaning towards voting for McCain
- Somewhat leaning towards voting for McCain



Percentages may not equal 100 due to rounding

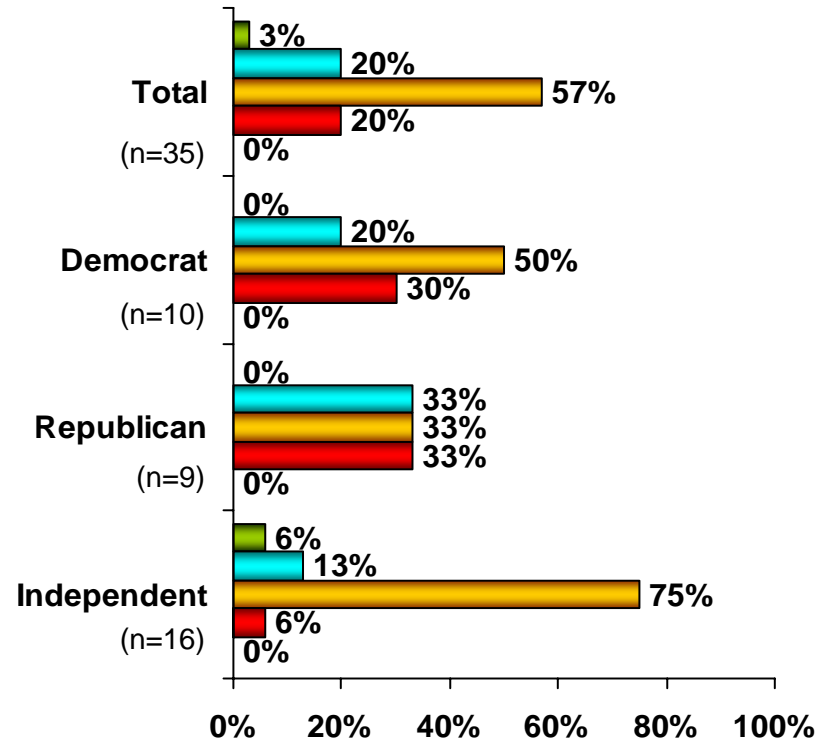
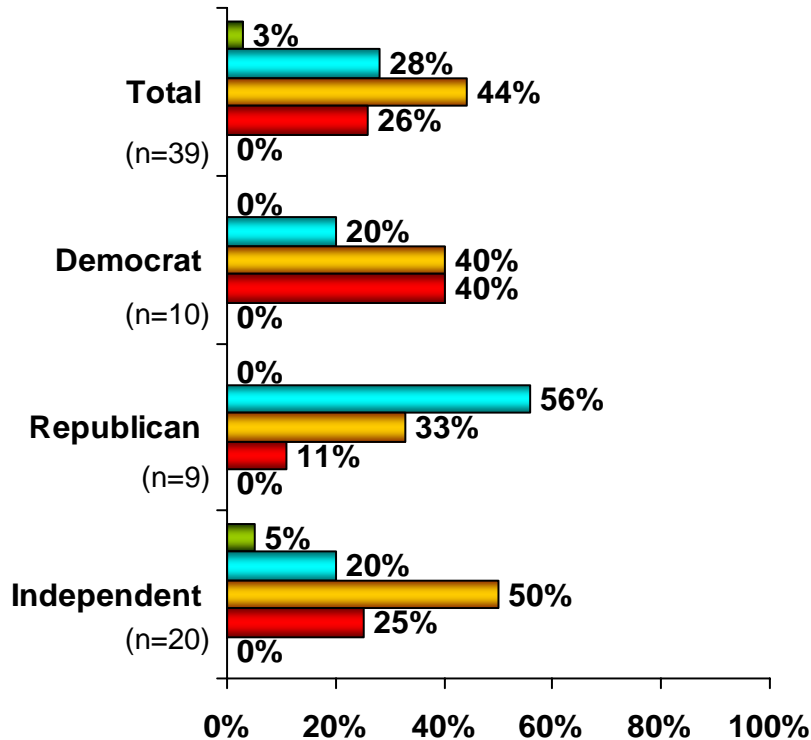
**If respondent indicated they are undecided:**  
**“We understand that you are undecided; which of the following best describes your position between voting for John McCain and Barack Obama?”**

**Before Viewing Video**

**After Viewing Video**

- Strongly leaning toward McCain
- Somewhat leaning toward McCain
- Not Sure
- Somewhat leaning toward Obama
- Strongly leaning toward Obama

- Strongly leaning toward McCain
- Somewhat leaning toward McCain
- Not Sure
- Somewhat leaning toward Obama
- Strongly leaning toward Obama



Percentages may not equal 100 due to rounding

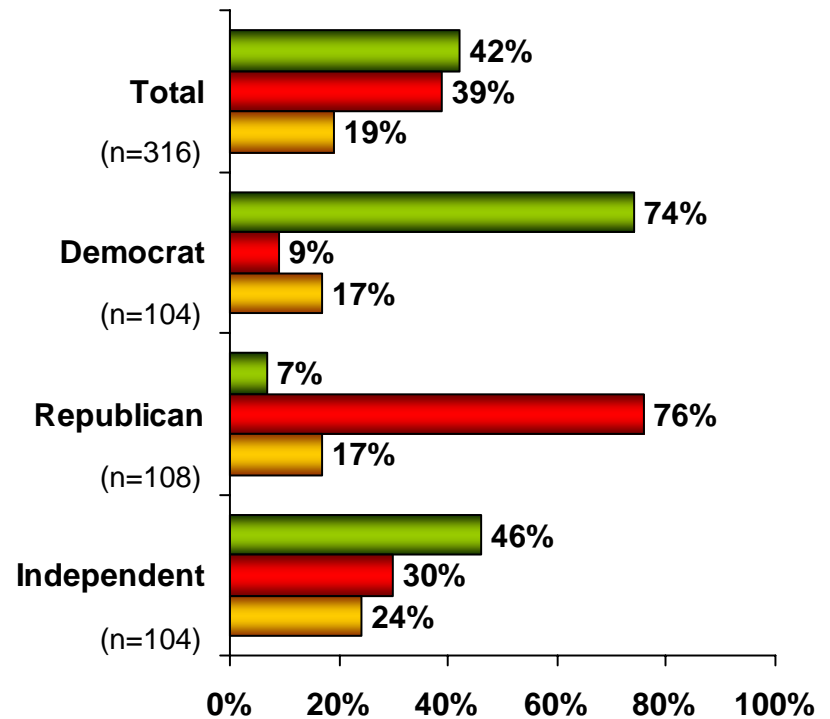
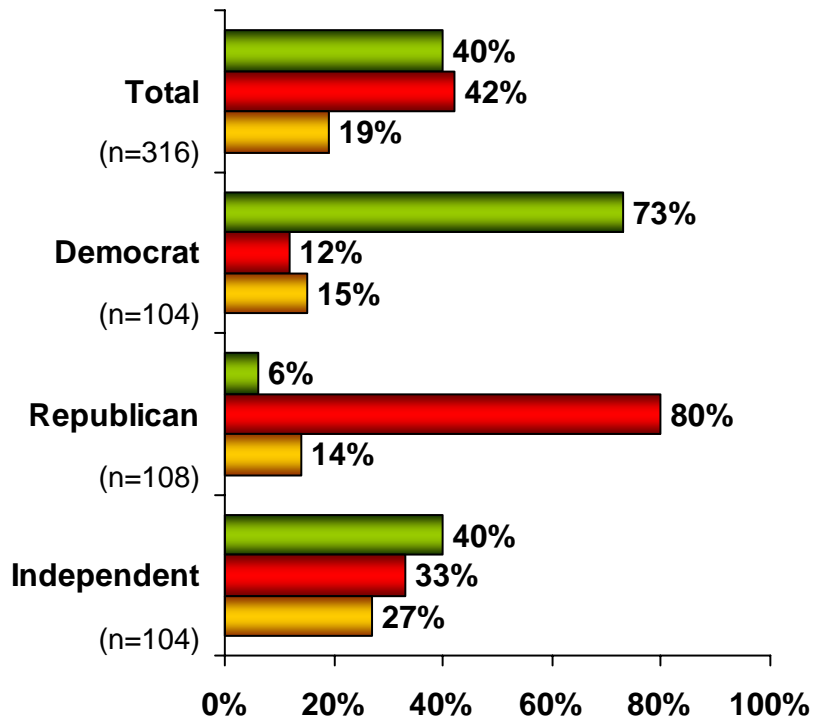
# “Which candidate do you believe has the best plan to manage and improve the US economy?”

## Before Viewing Video

## After Viewing Video

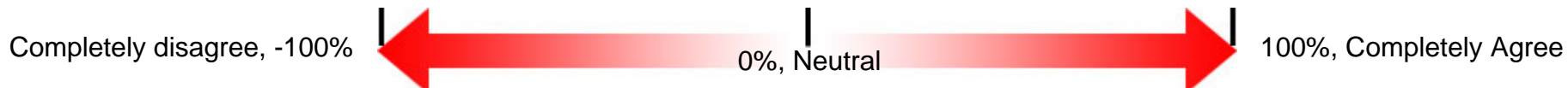
■ Barack Obama    ■ John McCain  
■ Not Sure

■ Barack Obama    ■ John McCain  
■ Not Sure



Percentages may not equal 100 due to rounding

**“Please specify how much you agree/disagree with the following statements about Barack Obama.”**



Mean Responses on a Scale of: -100% (Completely Disagree) to +100% (Completely Agree) Scale	Before Viewing Ad				After Viewing Ad			
	Total (n=316)	Registered Democrat (n=104)	Registered Republican (n=108)	Registered Independent (n=104)	Total (n=316)	Registered Democrat (n=104)	Registered Republican (n=108)	Registered Independent (n=104)
He is hard working.	31%	63%	-1%	34%	28%	61%	-9%	34%
He is honest.	11%	54%	-31%	13%	11%	56%	-36%	14%
He is concerned about people like me.	6%	53%	-39%	5%	9%	59%	-38%	8%
He is fighting for a change.	27%	61%	-10%	29%	24%	62%	-17%	28%
He will represent my values.	1%	51%	-51%	4%	4%	56%	-49%	8%
He is not tied to special interests.	-2%	39%	-41%	-3%	1%	42%	-39%	3%
He is accountable.	5%	49%	-38%	8%	6%	53%	-40%	7%
He is firm and consistent in his views.	2%	48%	-43%	3%	6%	51%	-40%	9%

Percentages may not equal 100 due to rounding