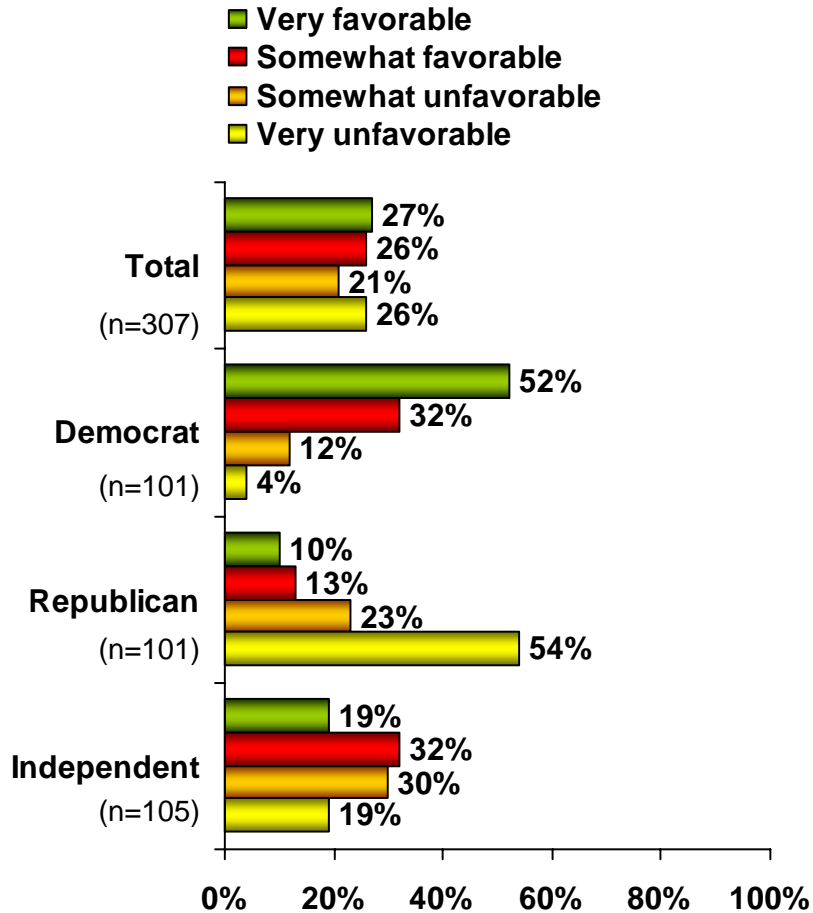
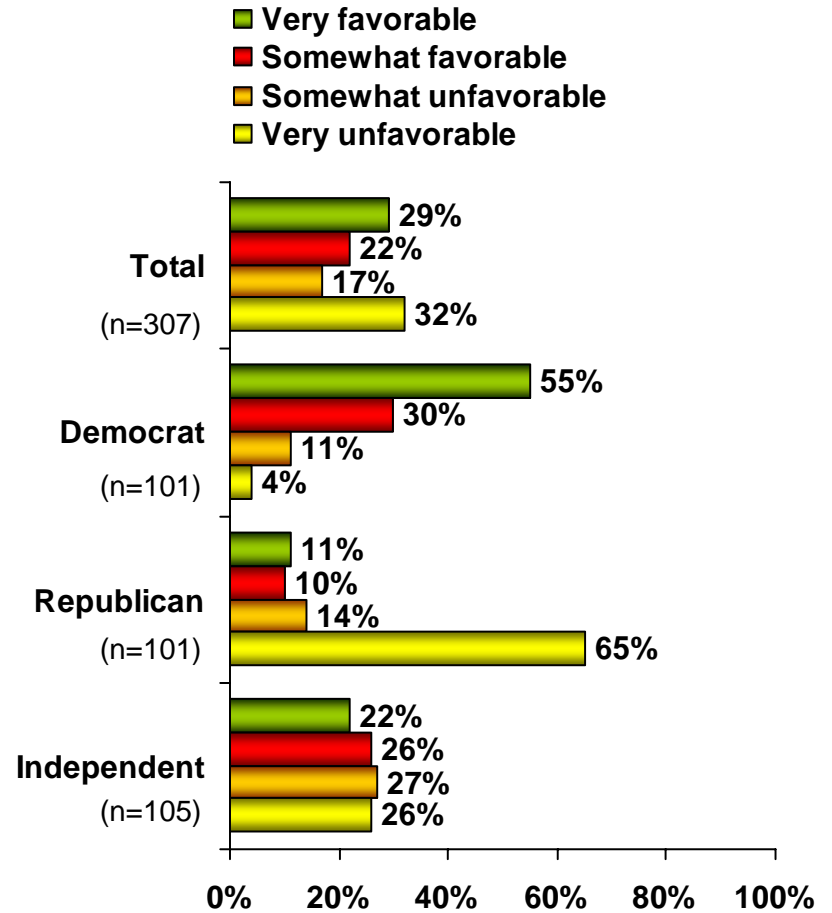


# “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

## Before Viewing Video



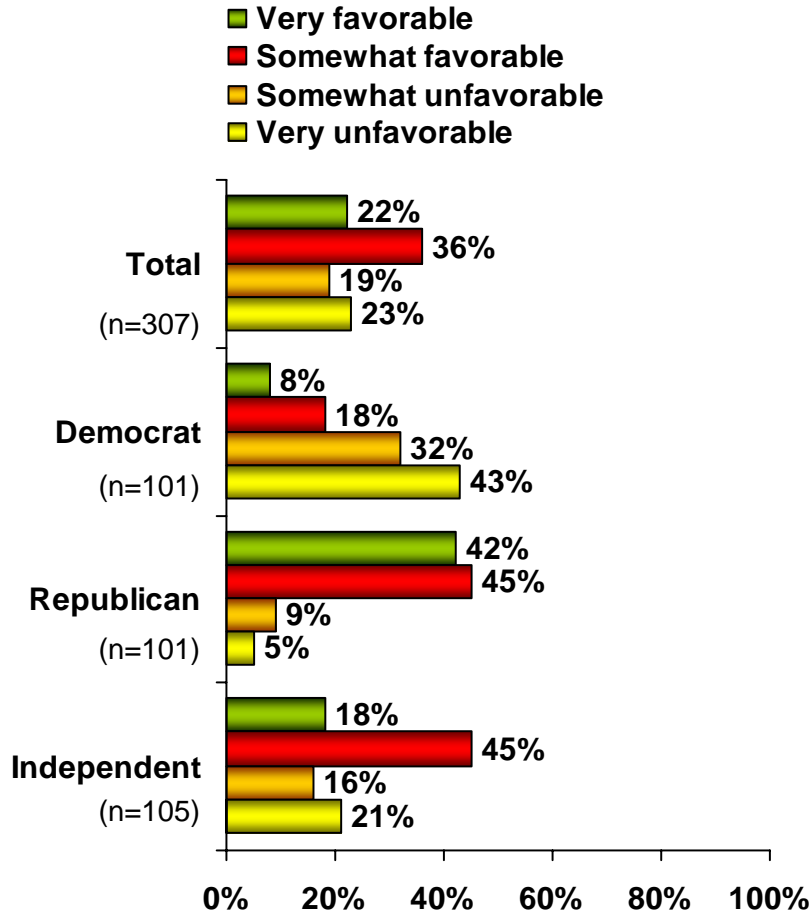
## After Viewing Video



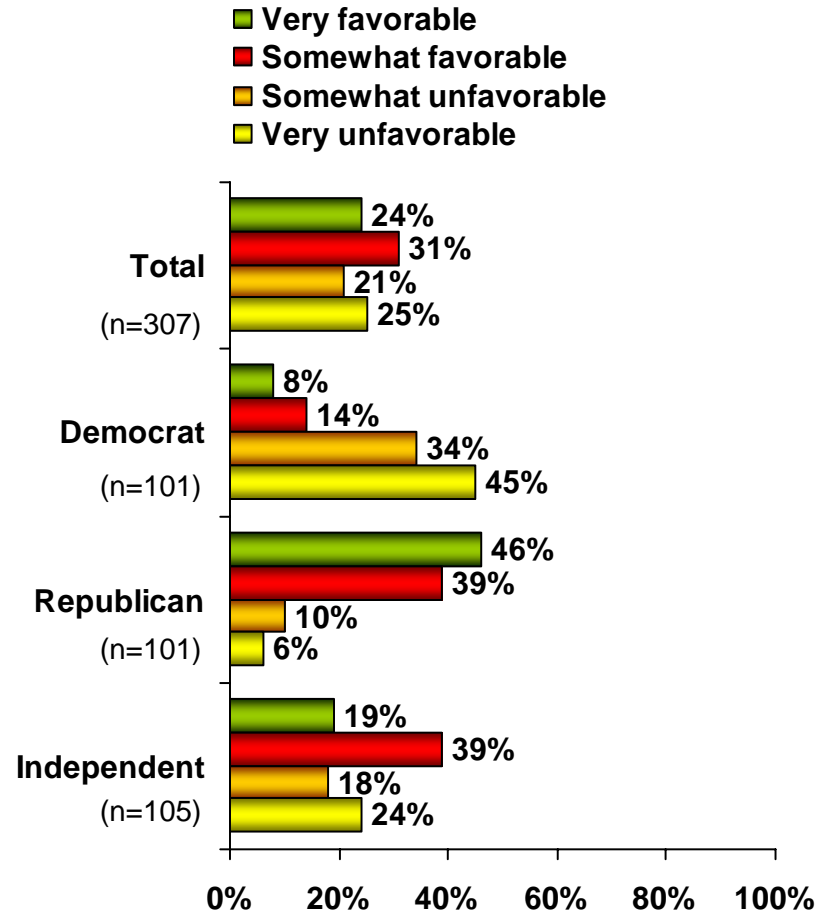
Percentages may not equal 100 due to rounding

# “Which of the following best describes your overall opinion of John McCain in the 2008 Presidential Election?”

## Before Viewing Video



## After Viewing Video



Percentages may not equal 100 due to rounding

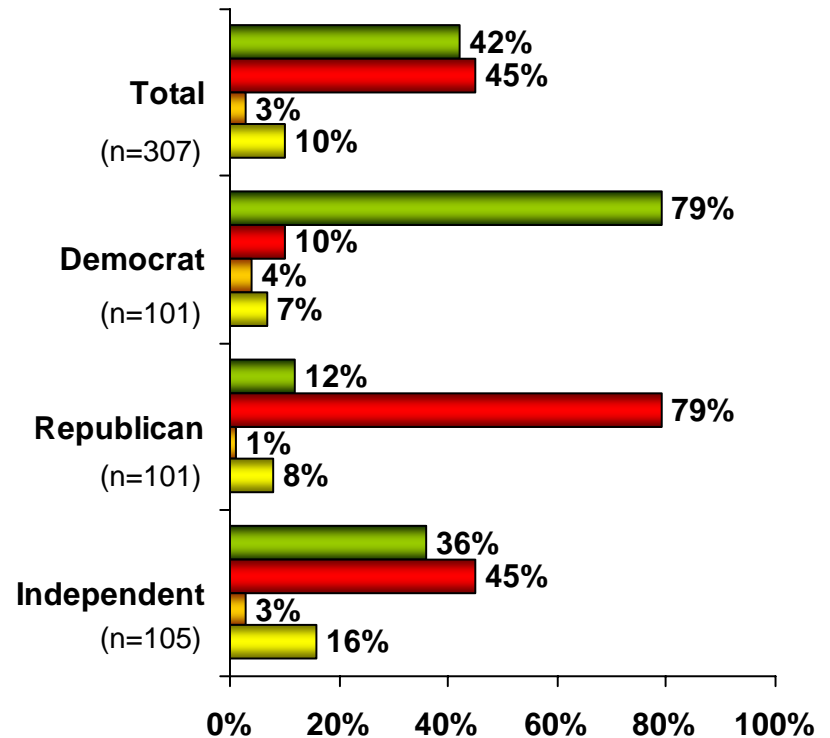
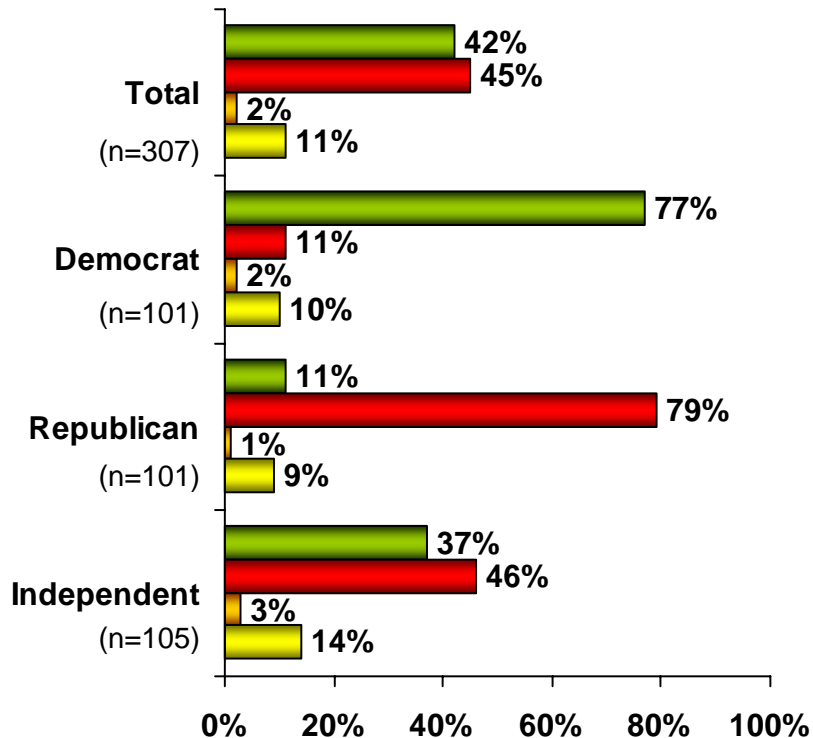
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

**Before** Viewing Video

**After** Viewing Video

■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided

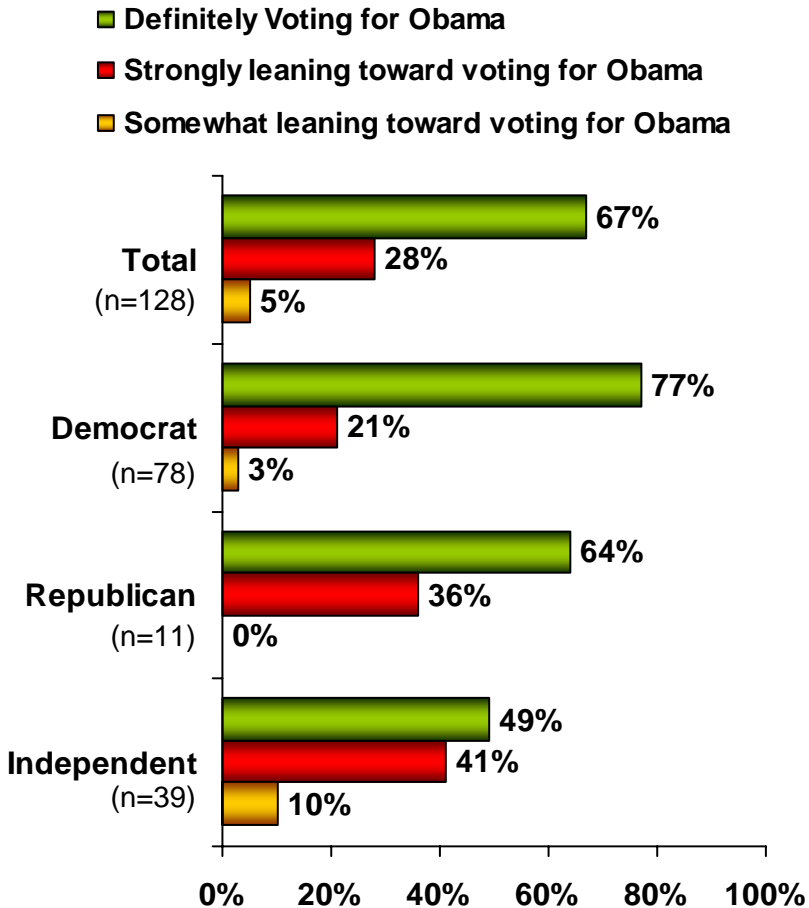
■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided



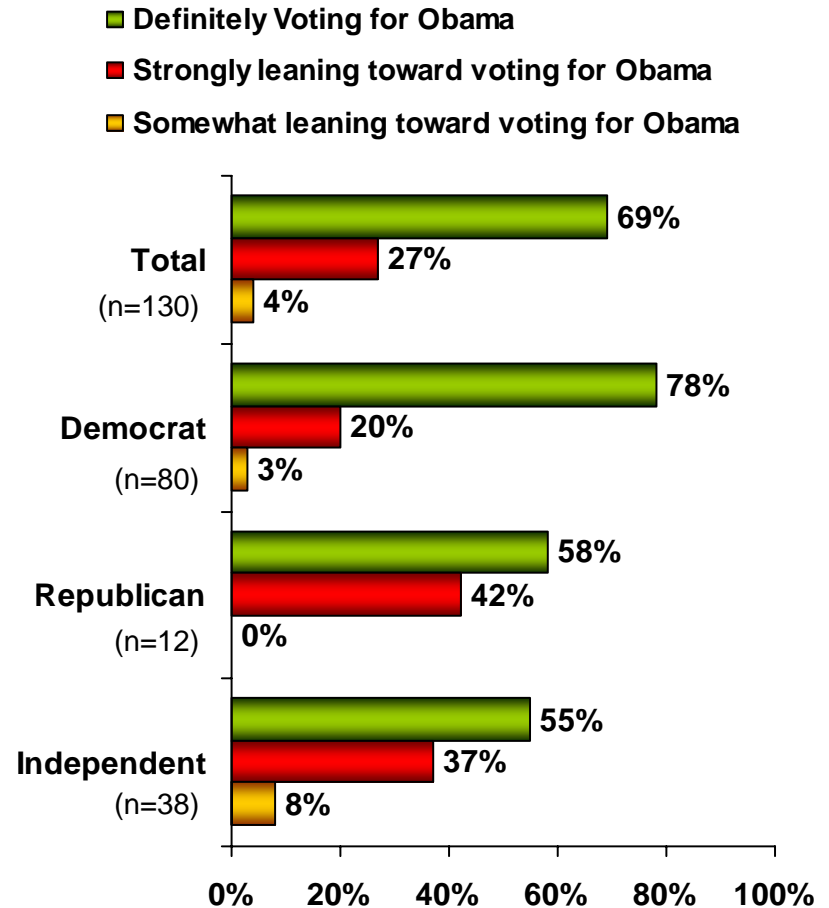
Percentages may not equal 100 due to rounding

**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



Percentages may not equal 100 due to rounding

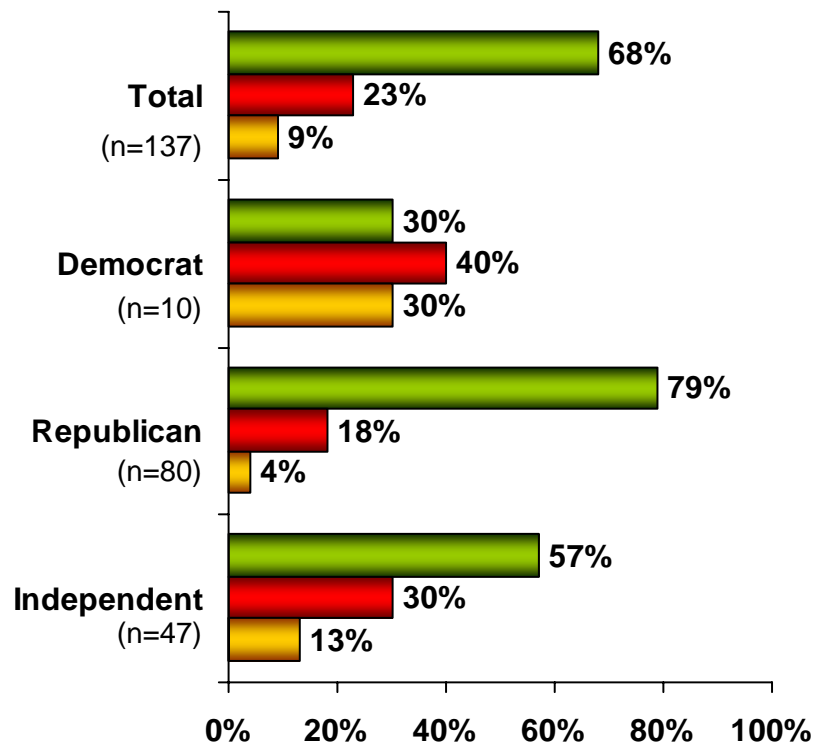
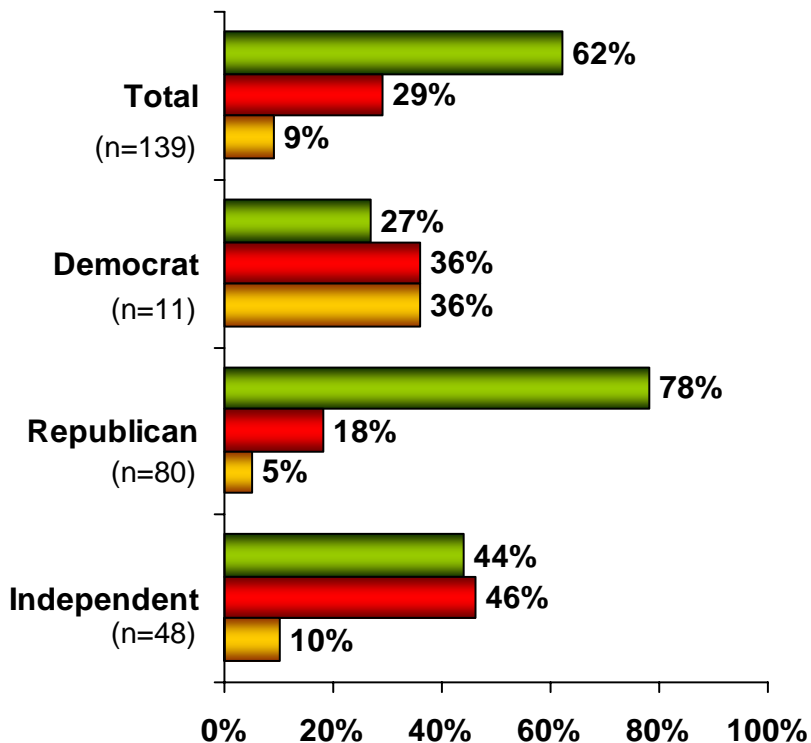
**If respondent indicated they will vote for McCain:  
 “Which of the following best describes your likelihood to vote for John McCain  
 in the 2008 Presidential Election?”**

**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

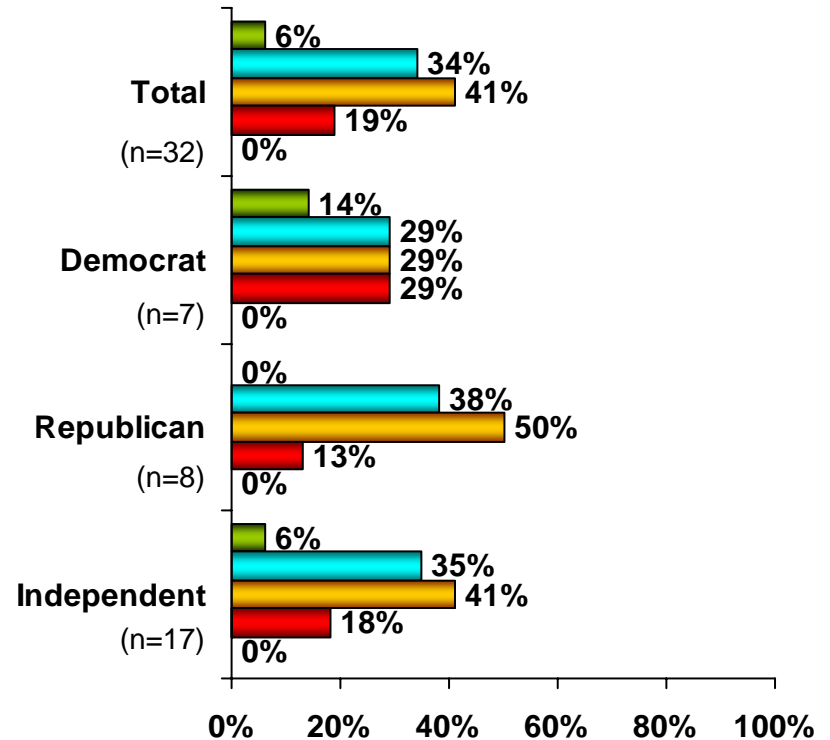
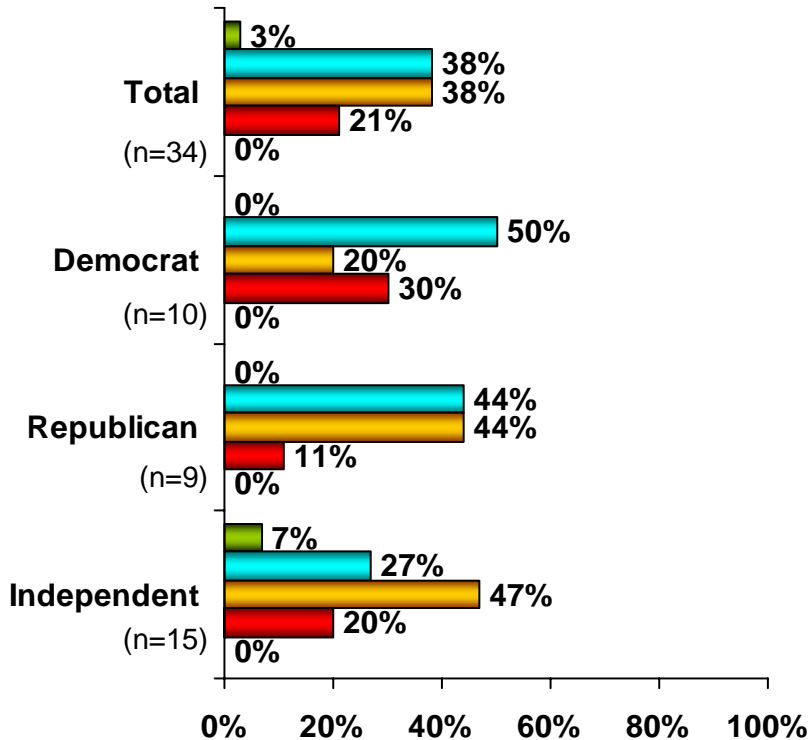
**If respondent indicated they are undecided:**  
**“We understand that you are undecided; which of the following best describes your position between voting for John McCain and Barack Obama?”**

**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 of the following emotions did you feel while viewing the video?  
Please check all that apply.”**

**After Viewing Video**

	<b>Total (n=307)</b>	<b>Registered Democrat (n=101)</b>	<b>Registered Republican (n=101)</b>	<b>Registered Independent (n=105)</b>
Anger	25%	22%	38%	17%
Inspiration	6%	8%	3%	8%
Sadness	17%	22%	14%	14%
Skepticism	43%	28%	53%	49%
Confusion	12%	8%	10%	17%
Disturbing	33%	41%	31%	28%
Embarrassment	17%	22%	13%	17%
Pride	5%	11%	0%	5%
Happiness	7%	13%	1%	6%

*Percentages may not equal 100 due to rounding*

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

**After Viewing Video**

	<b>Total (n=307)</b>	<b>Registered Democrat (n=101)</b>	<b>Registered Republican (n=101)</b>	<b>Registered Independent (n=105)</b>
Anger	15%	11%	24%	10%
Inspiration	5%	5%	3%	6%
Sadness	7%	9%	8%	6%
Skepticism	32%	17%	40%	40%
Confusion	3%	2%	3%	4%
Disturbing	22%	33%	18%	16%
Embarrassment	9%	12%	5%	11%
Pride	3%	5%	0%	4%
Happiness	4%	7%	0%	4%

*Percentages may not equal 100 due to rounding*