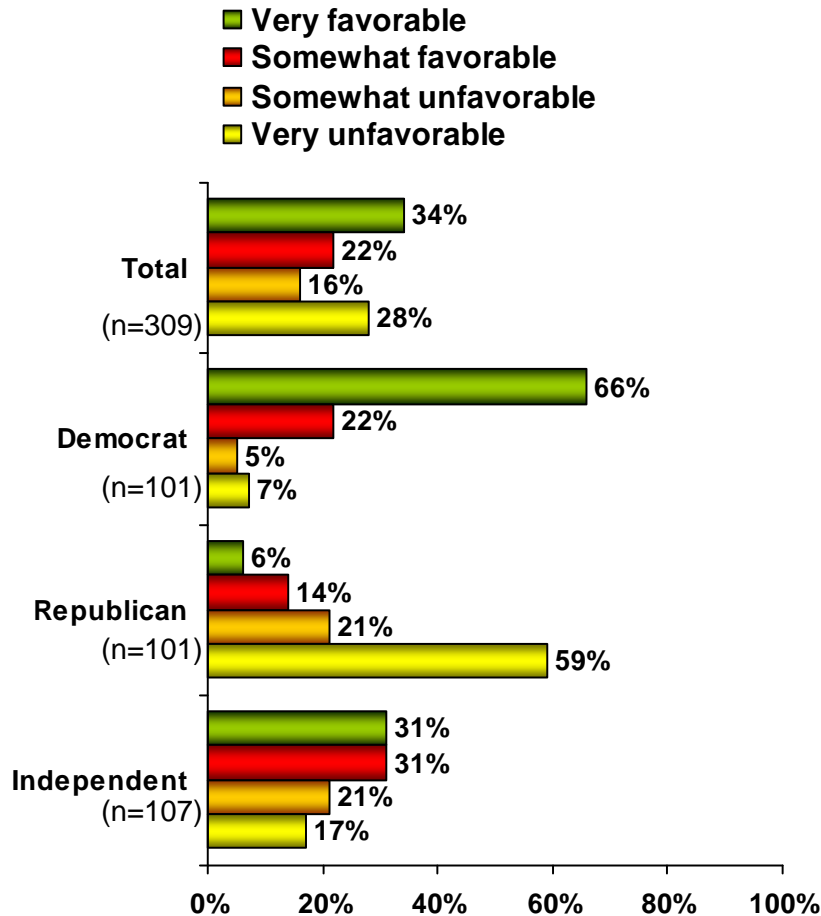
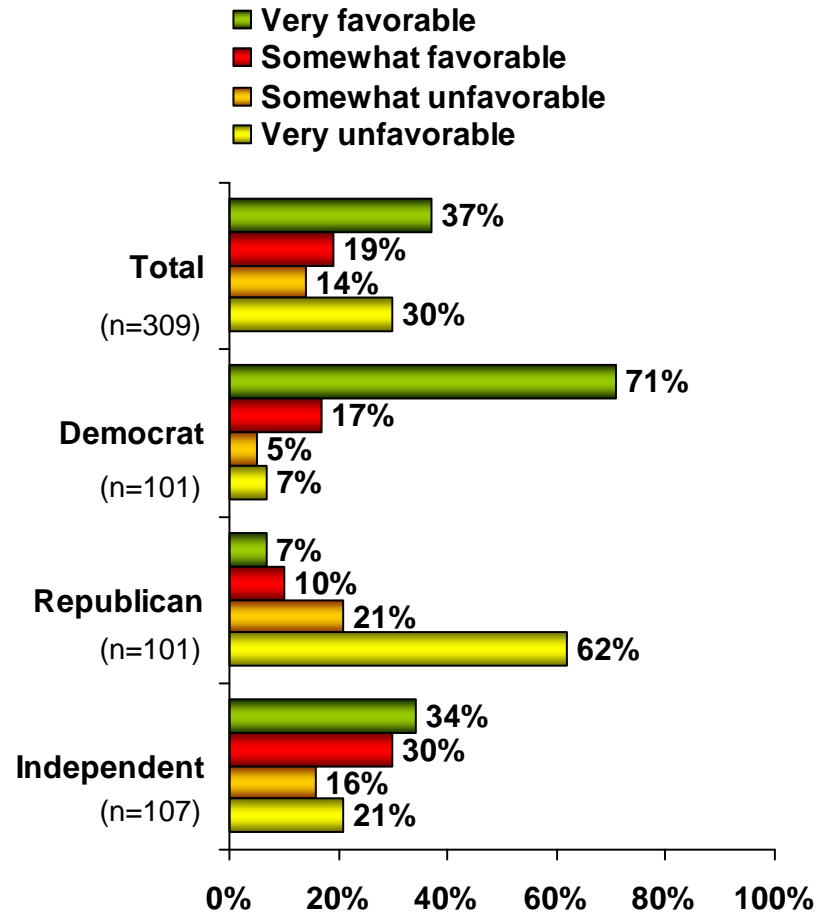


# “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

## Before Viewing Video



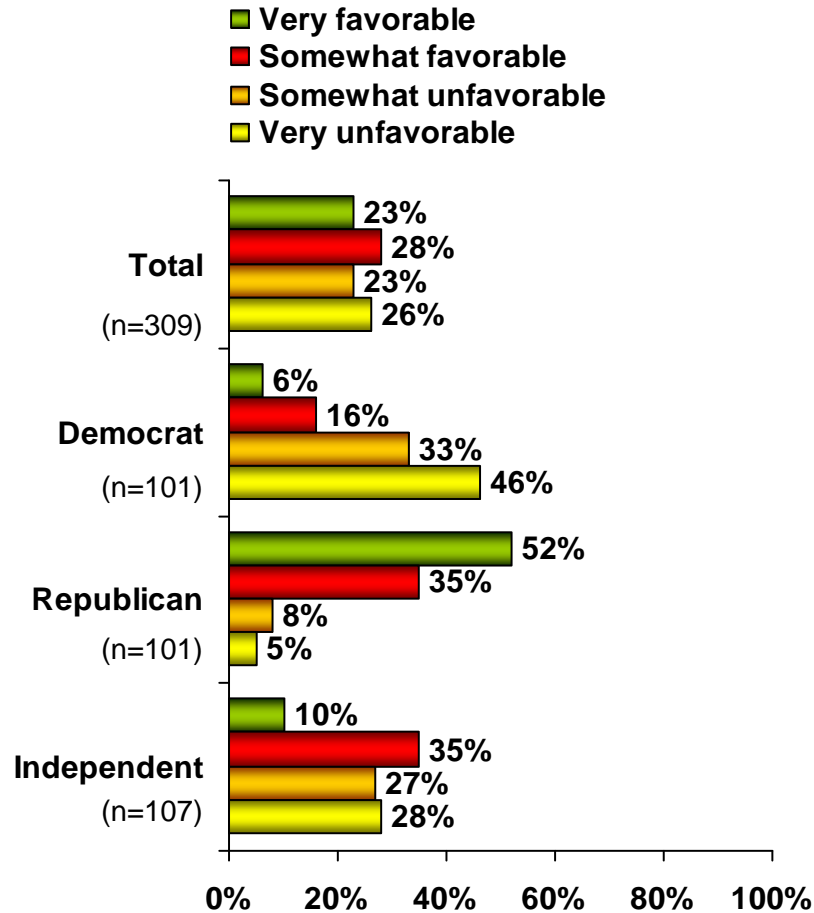
## After Viewing Video



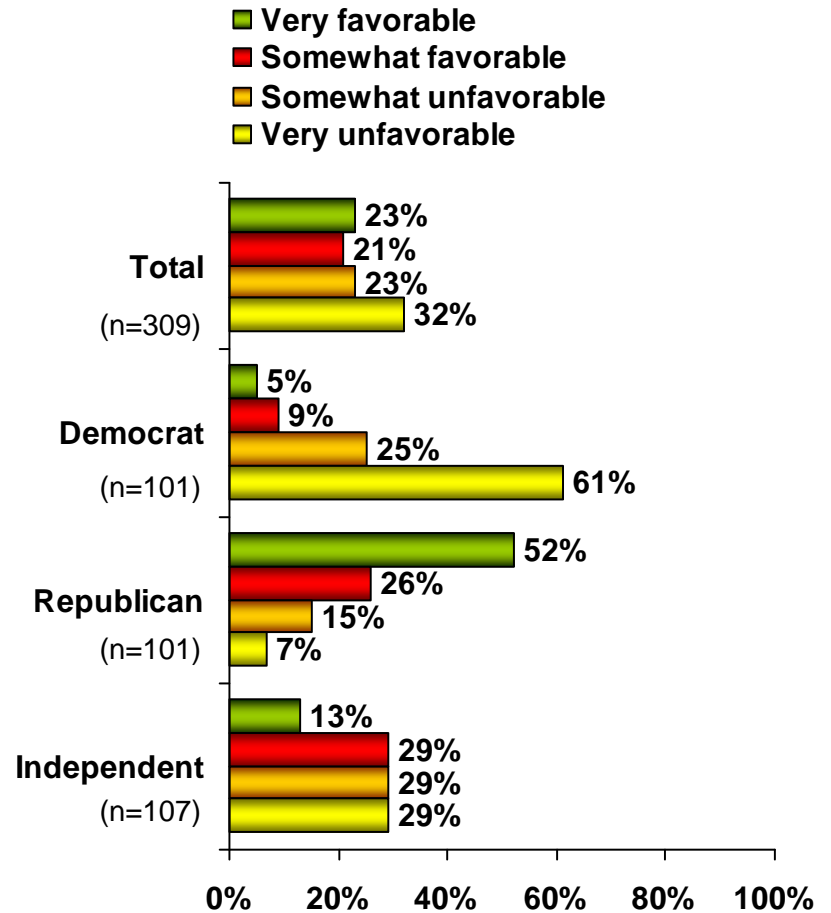
Percentages may not equal 100 due to rounding

# “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

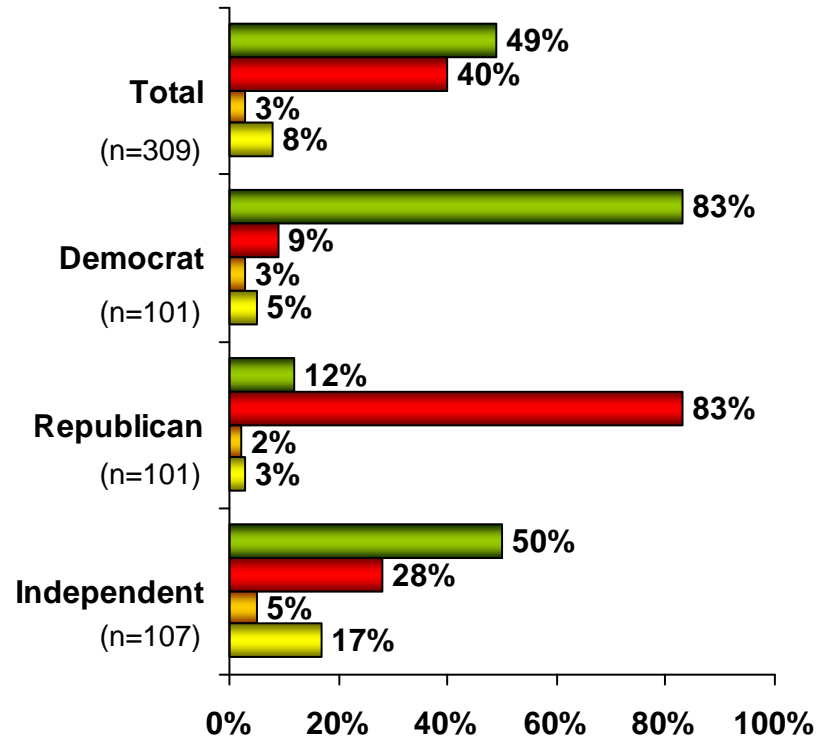
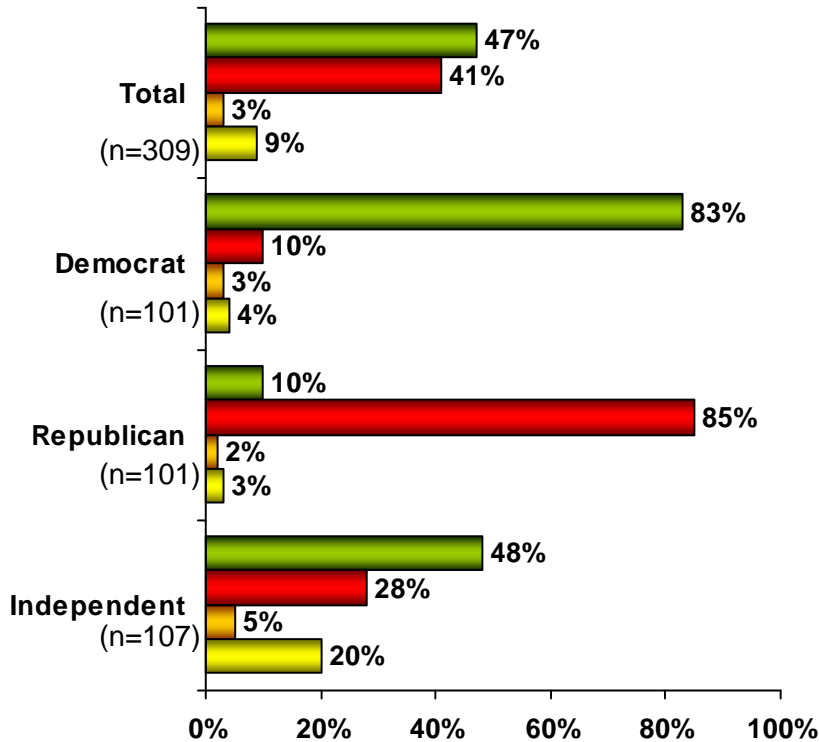
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

## Before Viewing Video

## After Viewing Video

■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided

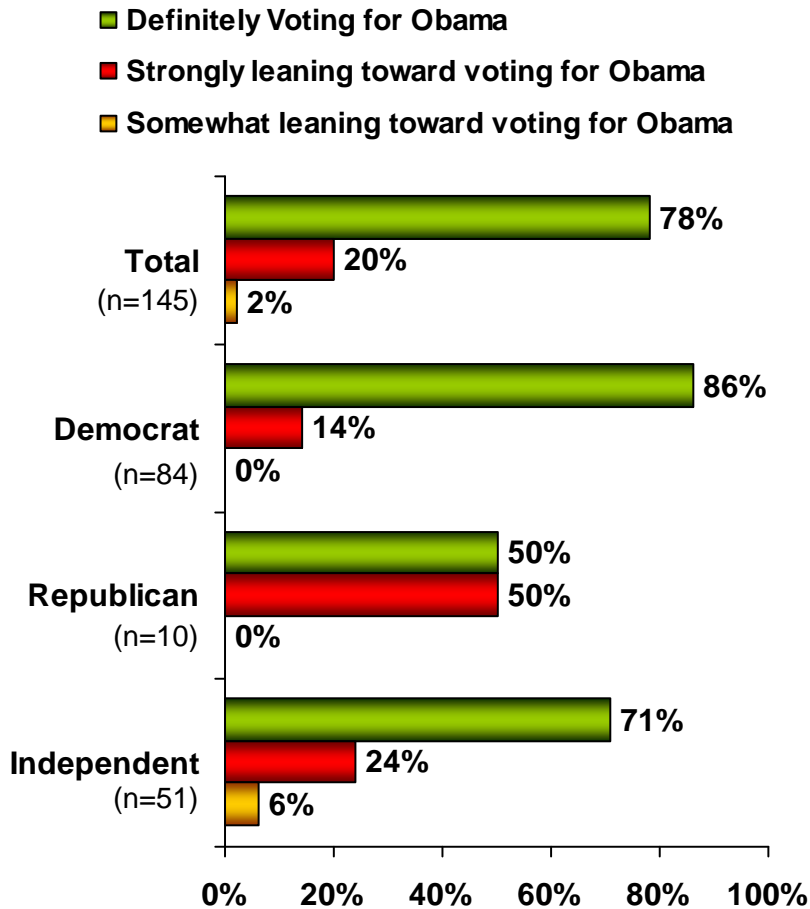
■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided



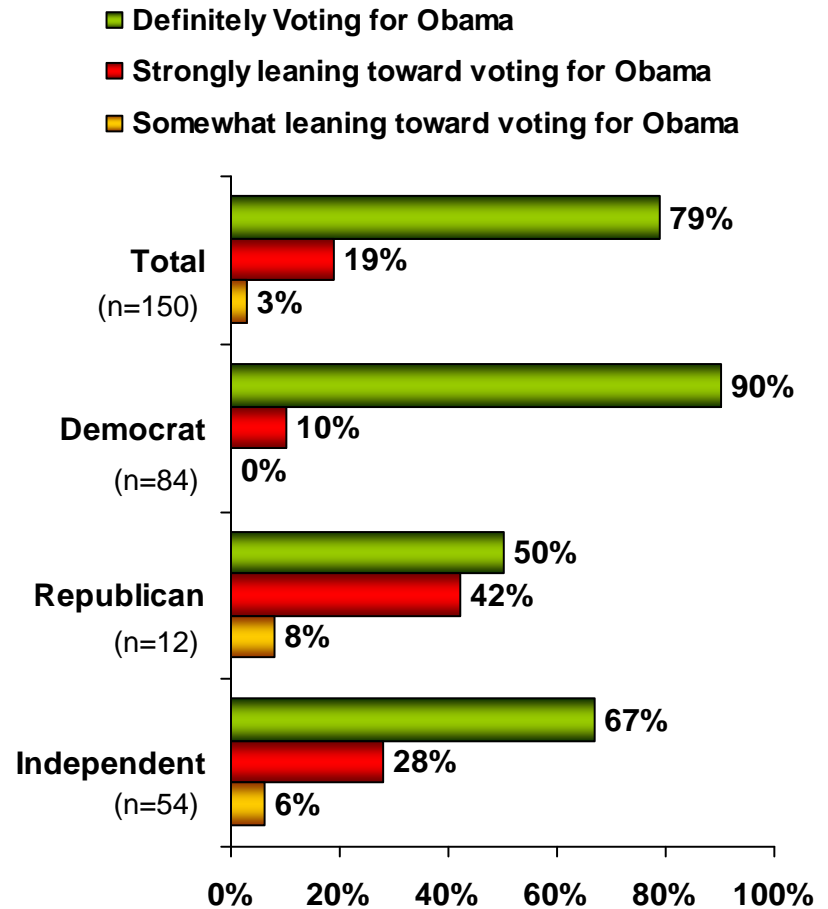
Percentages may not equal 100 due to rounding

**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

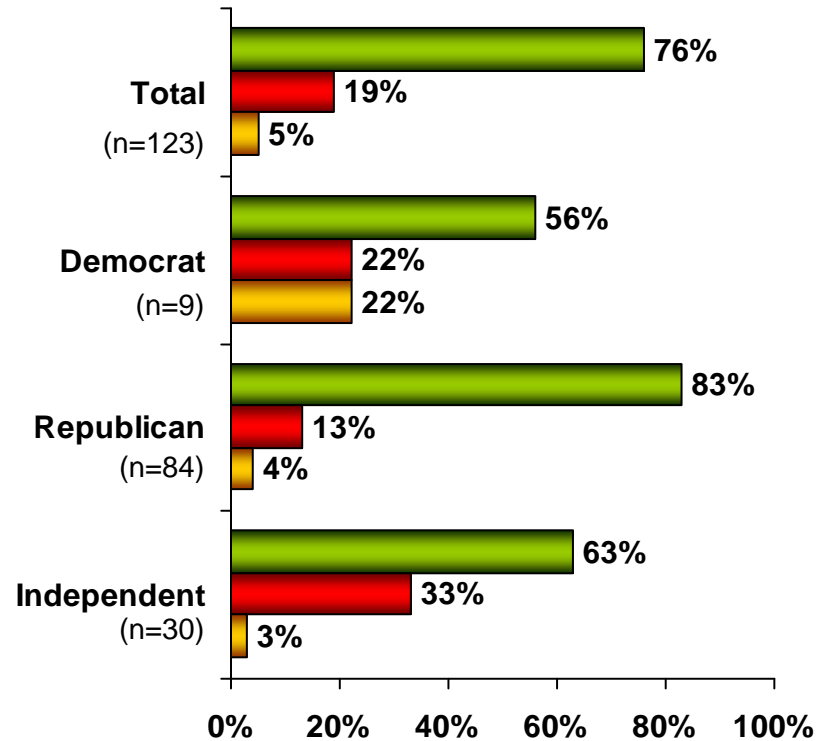
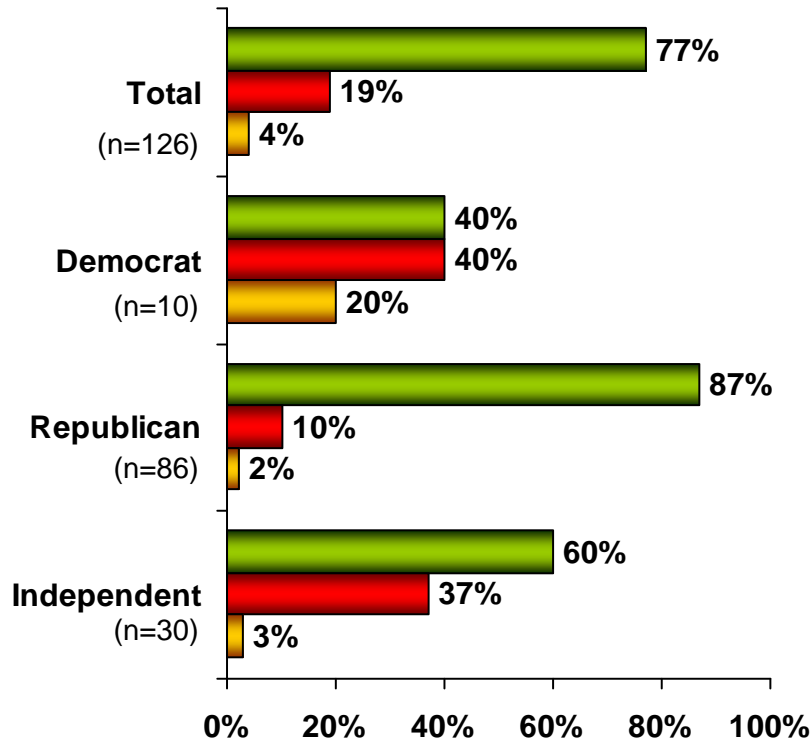
**If respondent indicated they will vote for McCain:  
 “Which of the following best describes your likelihood to vote for John McCain  
 in the 2008 Presidential Election?”**

**Before** Viewing Video

**After** Viewing Video

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

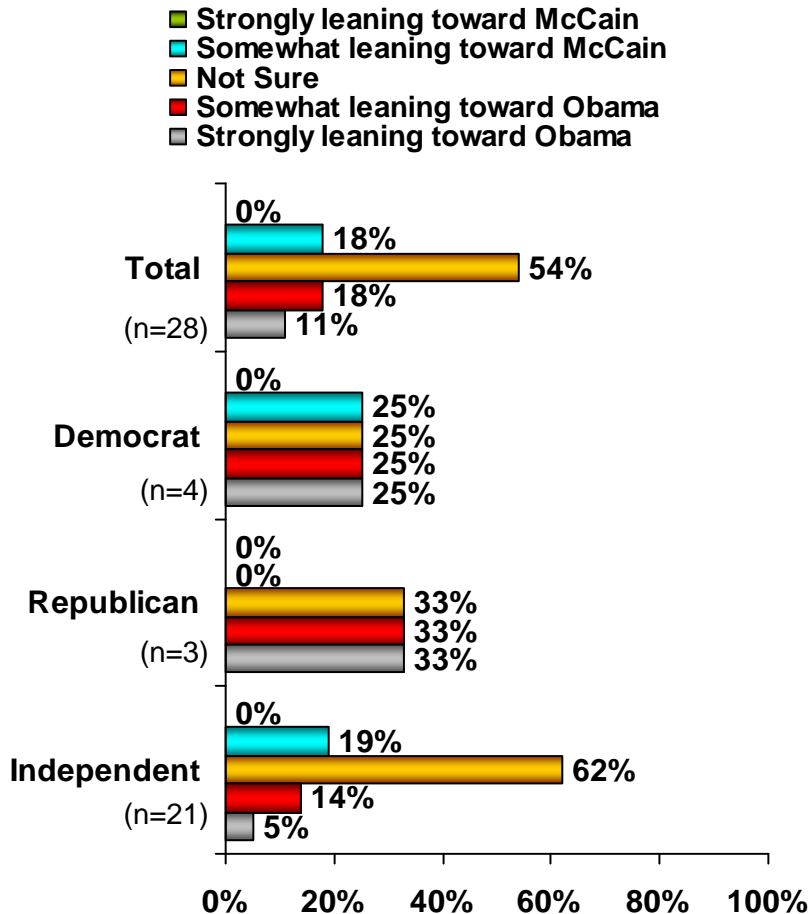
- Definitely Voting for McCain
- Strongly leaning towards voting for McCain
- Somewhat leaning towards voting for McCain



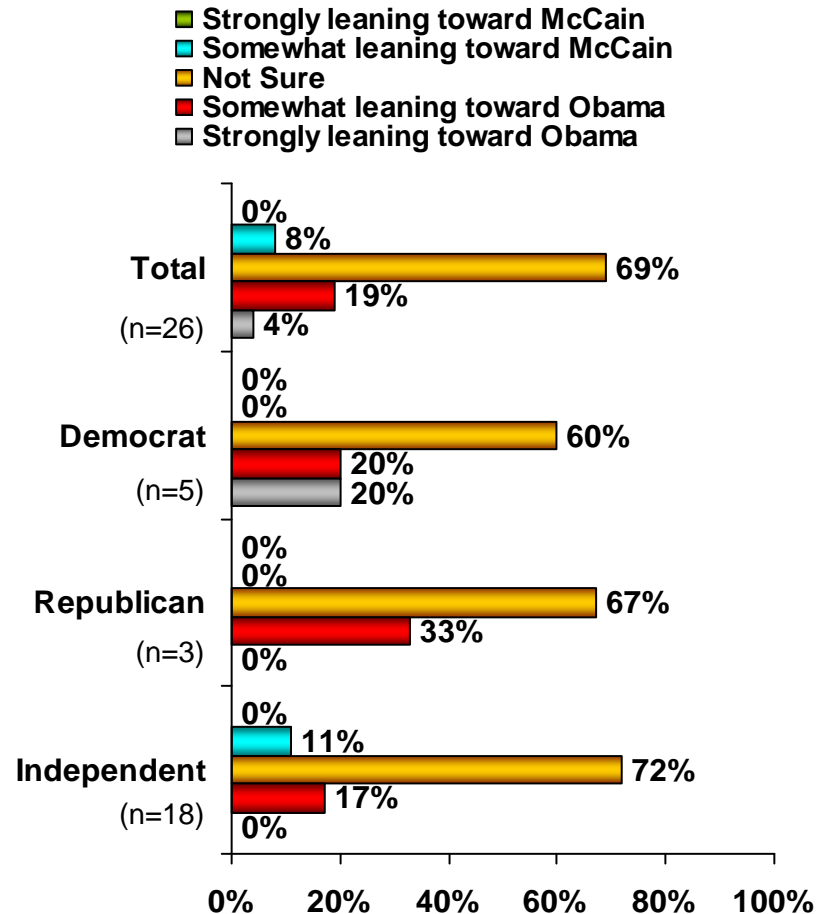
Percentages may not equal 100 due to rounding

**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**



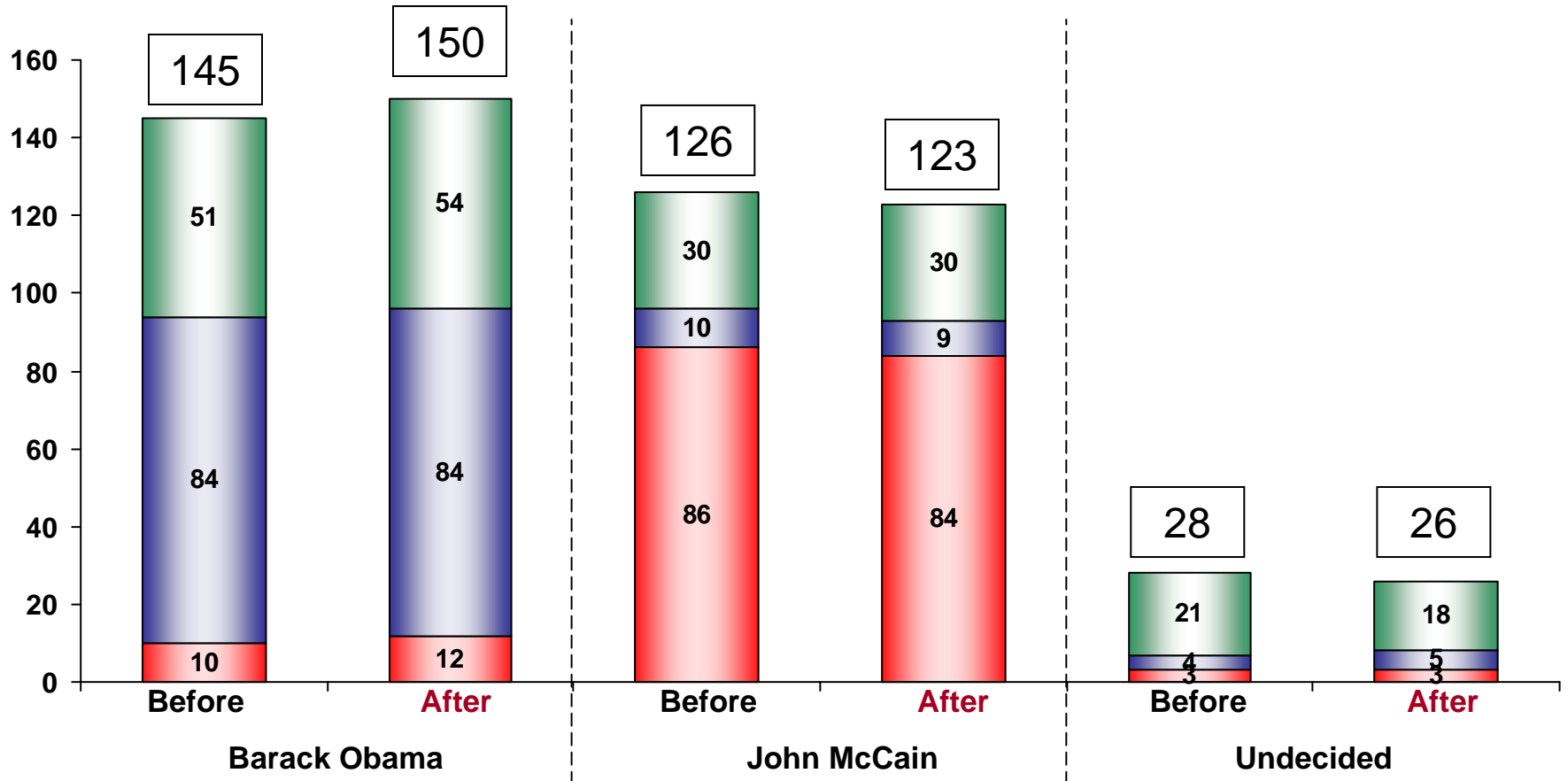
**After Viewing Video**



Percentages may not equal 100 due to rounding

# # of Respondents Supporting Each Candidate

■ Republicans ■ Democrats ■ Independents ■



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

**After Viewing Video**

	<b>Total (n=309)</b>	<b>Registered Democrat (n=101)</b>	<b>Registered Republican (n=101)</b>	<b>Registered Independent (n=107)</b>
Anger	30%	38%	26%	28%
Inspiration	8%	15%	3%	7%
Sadness	27%	35%	17%	28%
Skepticism	37%	19%	57%	35%
Confusion	19%	10%	32%	15%
Disturbing	41%	50%	34%	40%
Embarrassment	7%	7%	7%	7%
Pride	4%	4%	3%	4%
Happiness	4%	4%	3%	5%

*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=309)</b>	<b>Registered Democrat (n=101)</b>	<b>Registered Republican (n=101)</b>	<b>Registered Independent (n=107)</b>
Anger	17%	21%	18%	13%
Inspiration	5%	5%	3%	6%
Sadness	12%	13%	5%	19%
Skepticism	29%	14%	45%	29%
Confusion	7%	5%	13%	4%
Disturbing	23%	35%	9%	26%
Embarrassment	2%	2%	3%	1%
Pride	2%	2%	2%	1%
Happiness	3%	4%	3%	2%