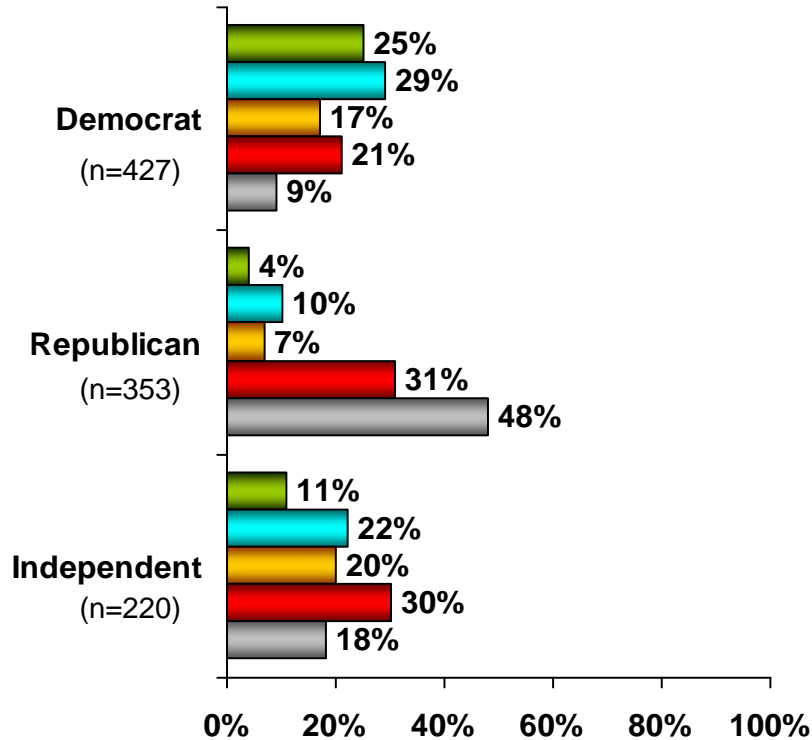


“Do you feel that selecting Governor Sarah Palin as a running mate will help or hurt John McCain’s campaign?”

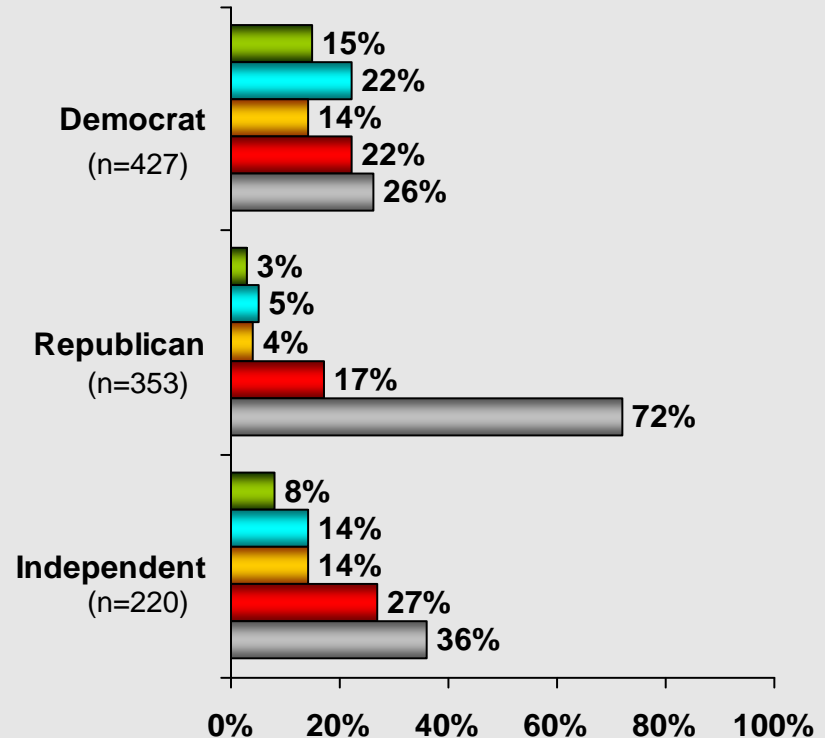
Before Viewing Video

- Definitely hurt
- Somewhat hurt
- Neither help nor hurt
- Somewhat help
- Definitely help



After Viewing Video

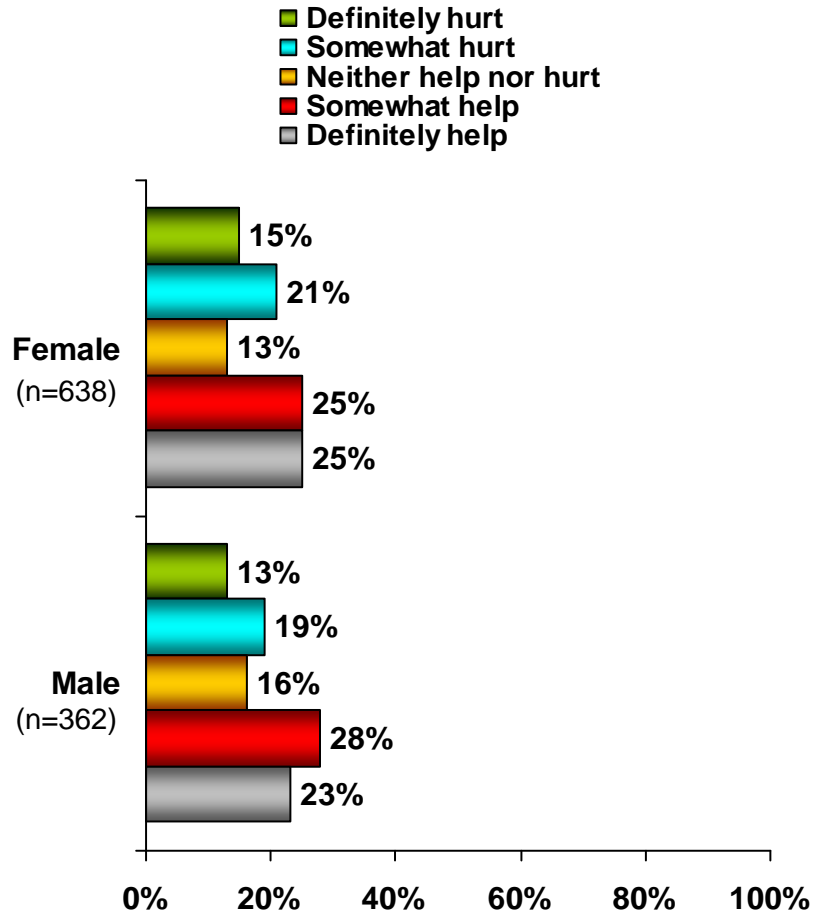
- Definitely hurt
- Somewhat hurt
- Neither help nor hurt
- Somewhat help
- Definitely help



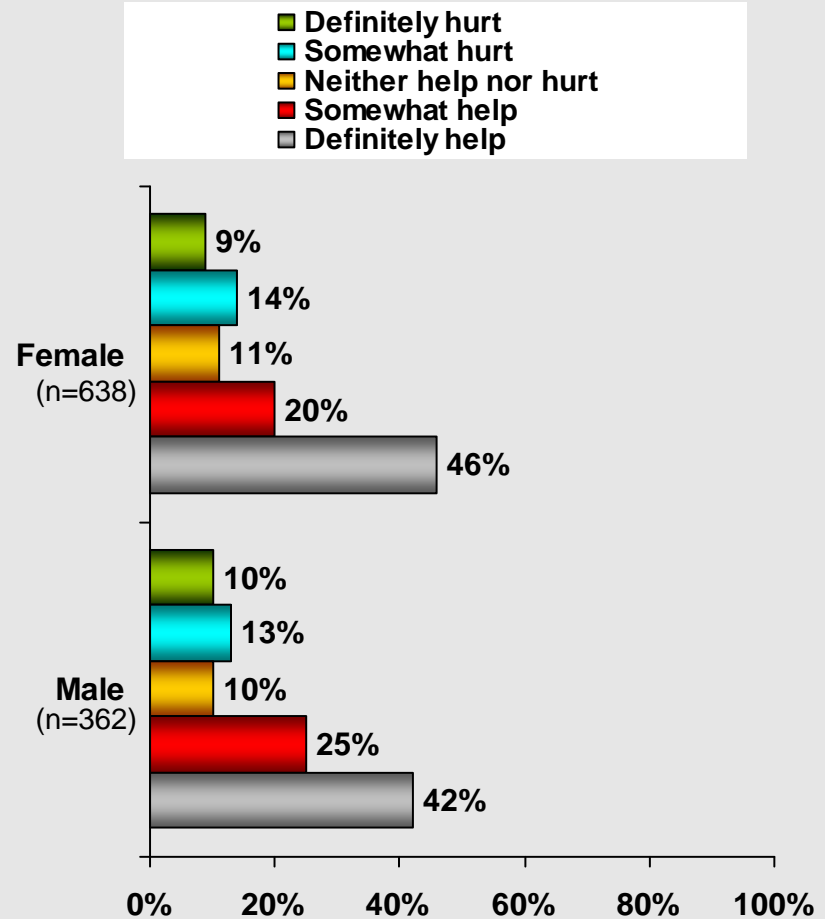
Percentages may not equal 100 due to rounding

“Do you feel that selecting Governor Sarah Palin as a running mate will help or hurt John McCain’s campaign?”

Before Viewing Video



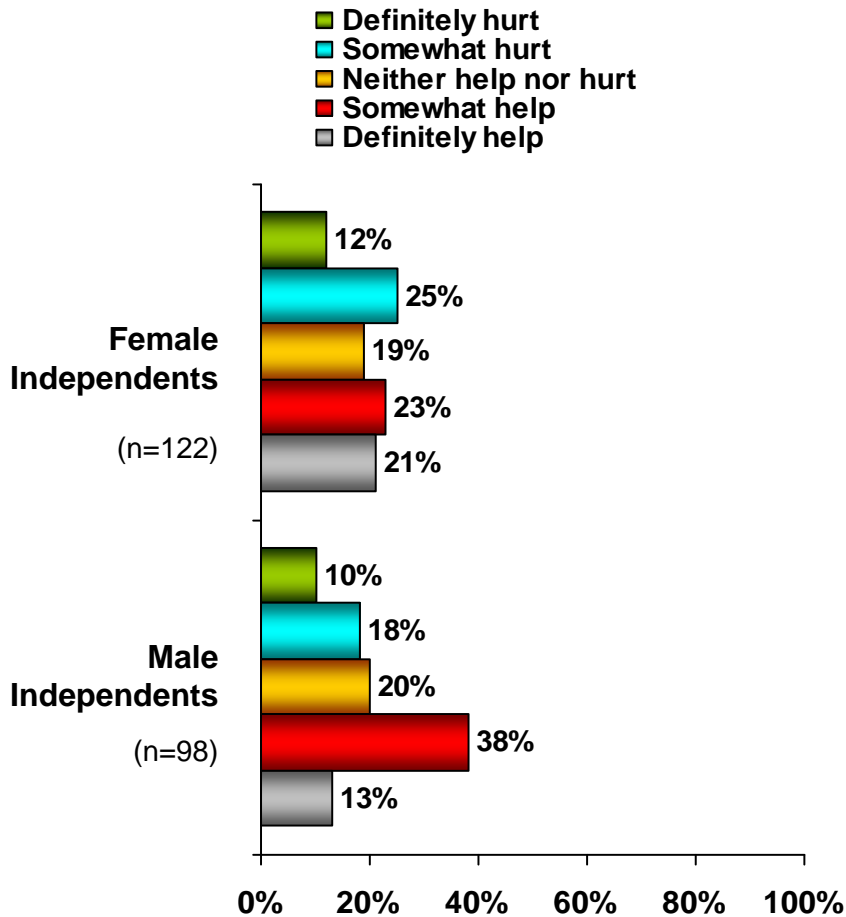
After Viewing Video



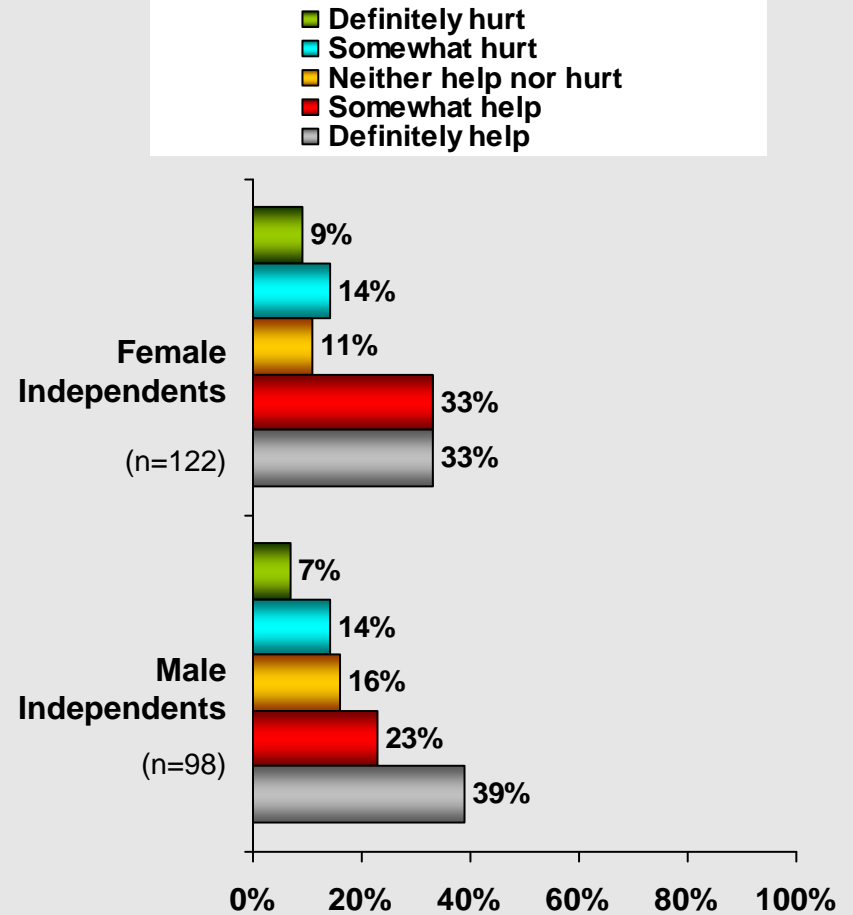
Percentages may not equal 100 due to rounding

“Do you feel that selecting Governor Sarah Palin as a running mate will help or hurt John McCain’s campaign?”

Before Viewing Video



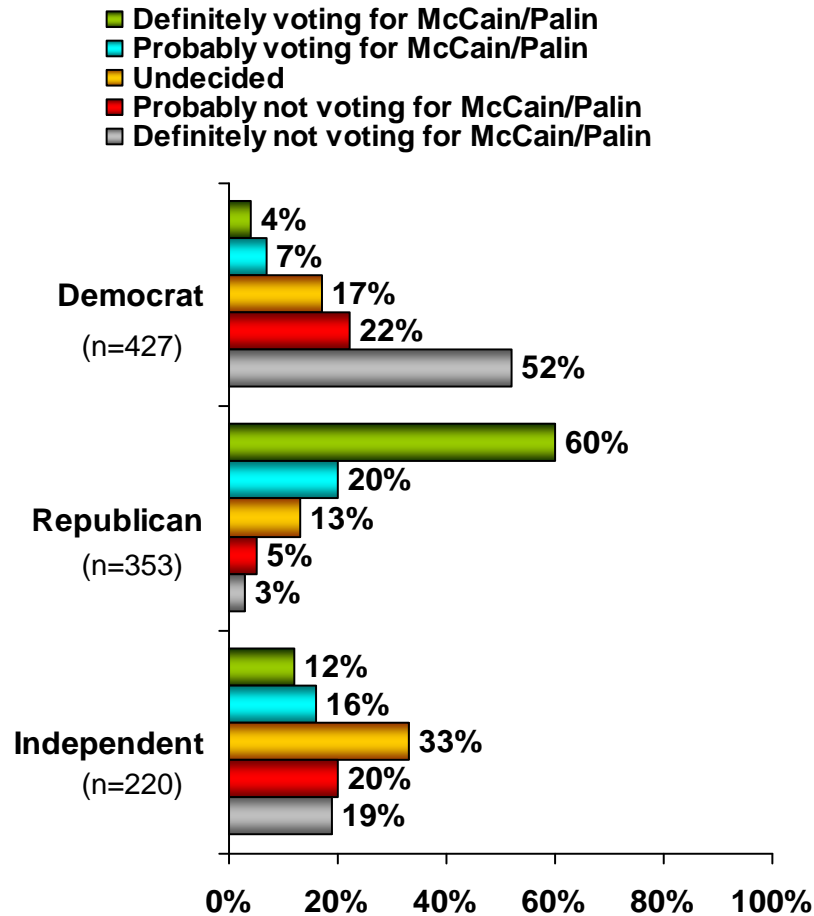
After Viewing Video



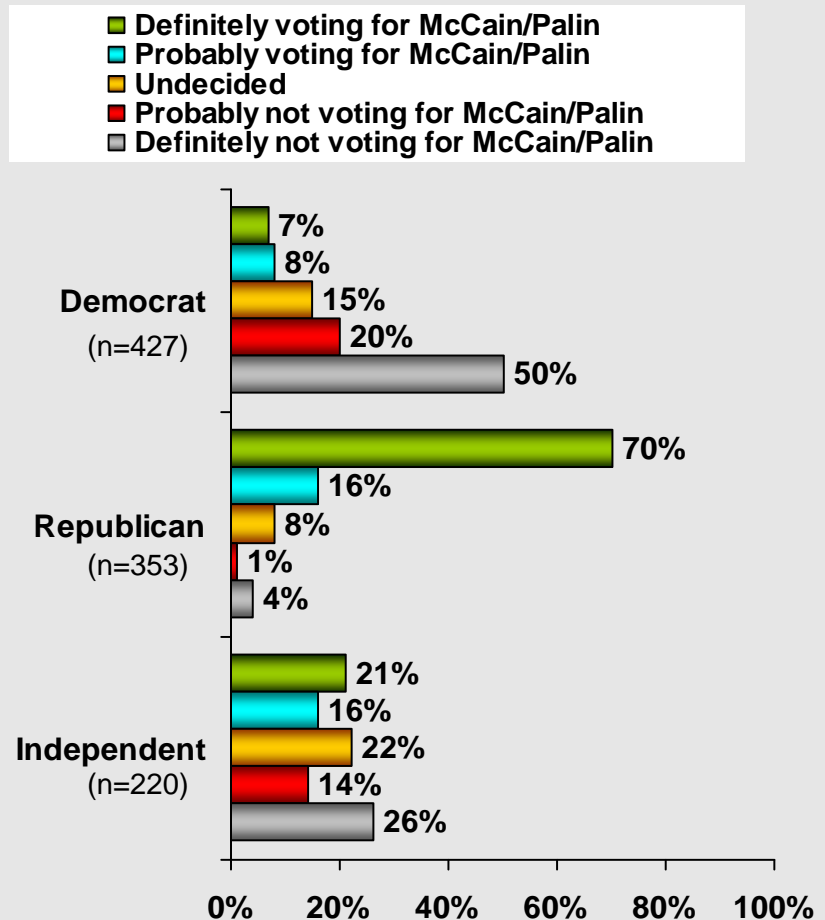
Percentages may not equal 100 due to rounding

“How likely are you to vote for the McCain/Palin candidacy in the 2008 Presidential election?”

Before Viewing Video



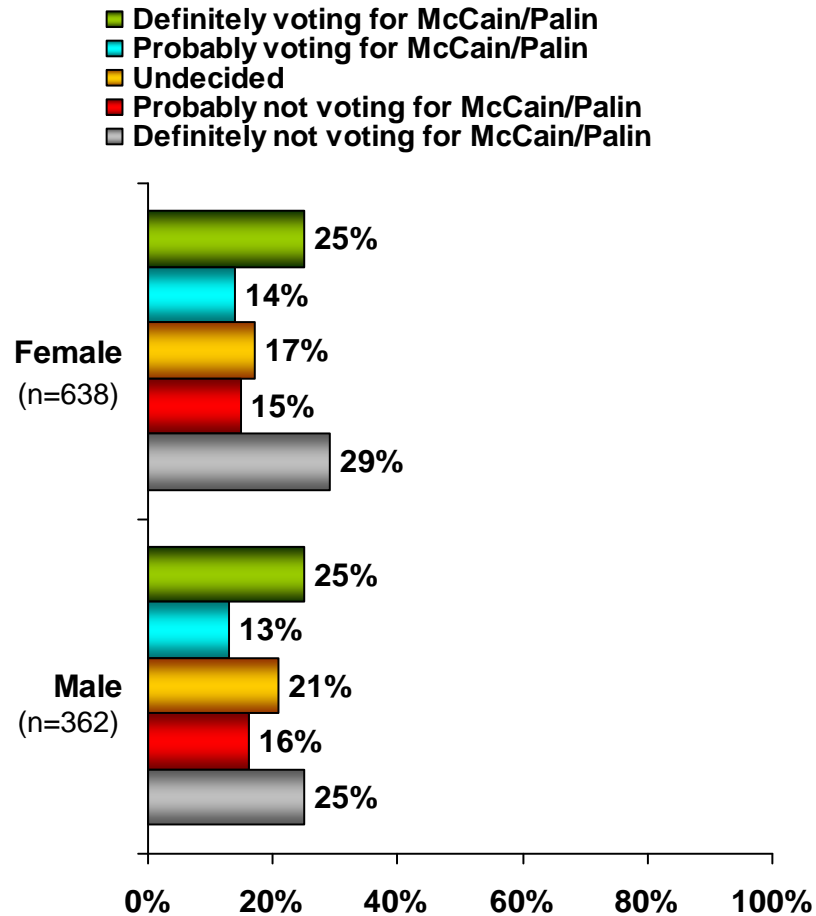
After Viewing Video



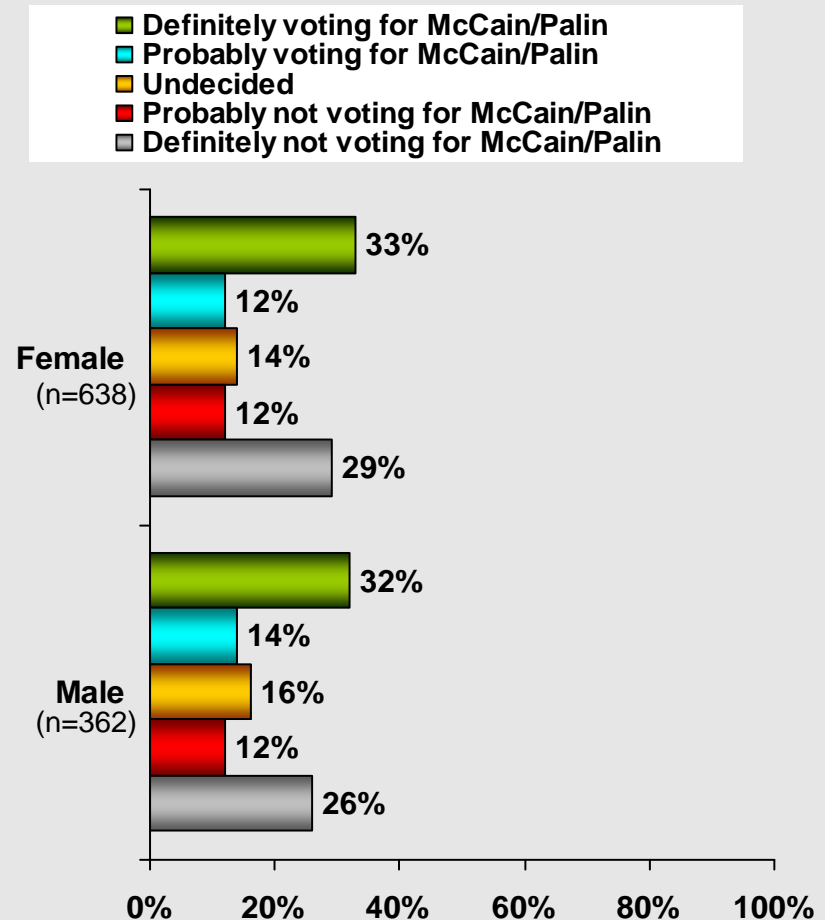
Percentages may not equal 100 due to rounding

“How likely are you to vote for the McCain/Palin candidacy in the 2008 Presidential election?”

Before Viewing Video



After Viewing Video

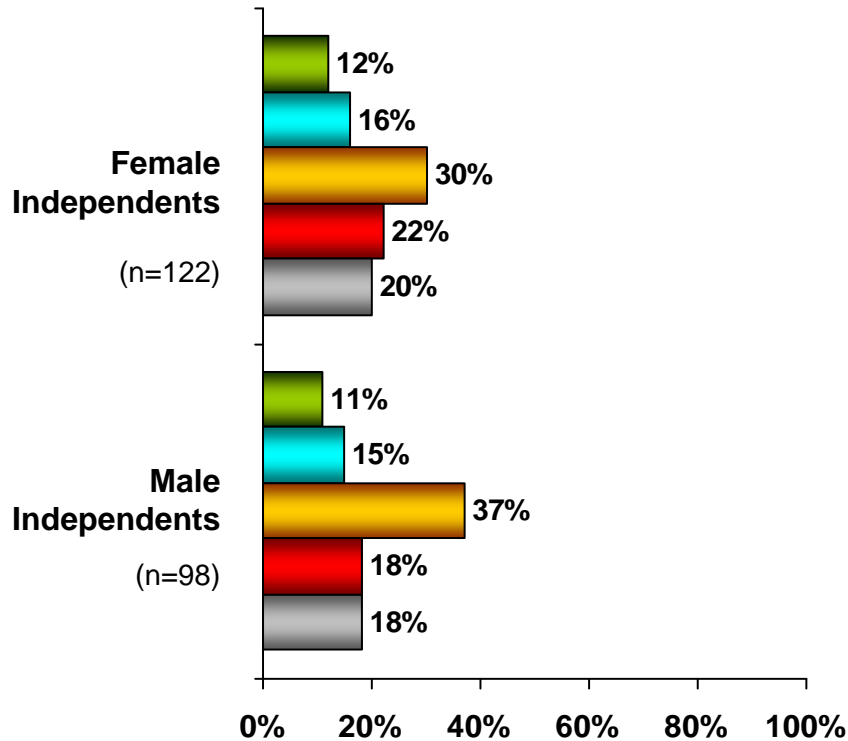


Percentages may not equal 100 due to rounding

“How likely are you to vote for the McCain/Palin candidacy in the 2008 Presidential election?”

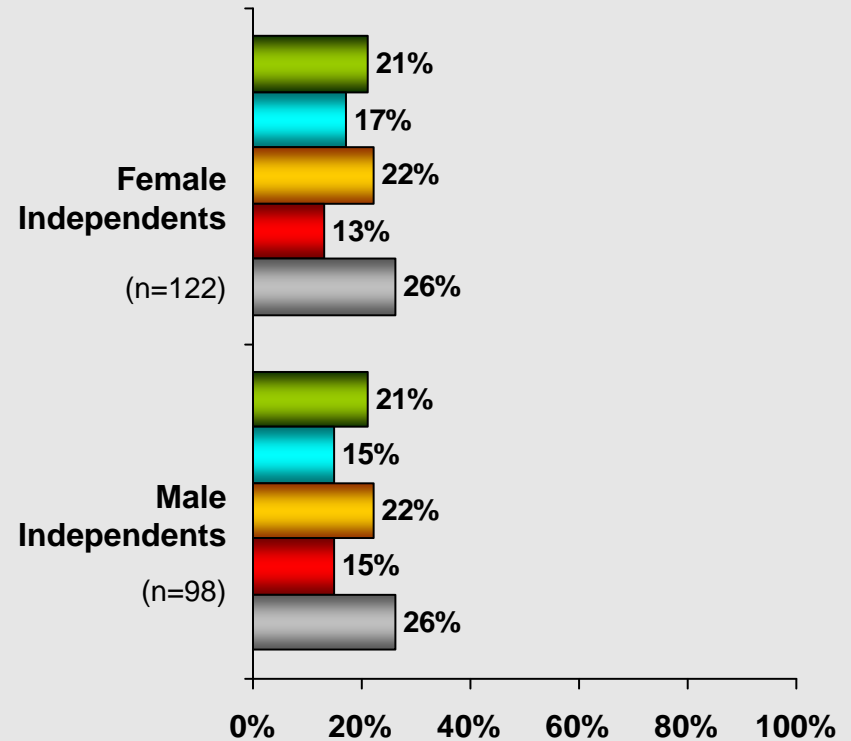
Before Viewing Video

- Definitely voting for McCain/Palin
- Probably voting for McCain/Palin
- Undecided
- Probably not voting for McCain/Palin
- Definitely not voting for McCain/Palin



After Viewing Video

- Definitely voting for McCain/Palin
- Probably voting for McCain/Palin
- Undecided
- Probably not voting for McCain/Palin
- Definitely not voting for McCain/Palin



Percentages may not equal 100 due to rounding

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

After Viewing Video

	Political Party			Gender		Independents	
	Registered Democrat (n=427)	Registered Republican (n=353)	Registered Independent (n=220)	Female (n=638)	Male (n=362)	Female (n=122)	Male (n=98)
Inspiration	23%	49%	36%	35%	35%	37%	35%
Skepticism	35%	7%	25%	23%	23%	25%	26%
Pride	7%	33%	15%	18%	18%	15%	15%
Anger	11%	1%	6%	7%	6%	7%	4%
Disturbing	11%	1%	5%	6%	6%	4%	7%
Happiness	2%	6%	6%	3%	6%	5%	7%
Confusion	6%	1%	4%	4%	4%	4%	3%
Embarrassment	3%	0%	2%	2%	2%	2%	1%
Sadness	1%	1%	1%	1%	1%	1%	2%

Percentages may not equal 100 due to rounding