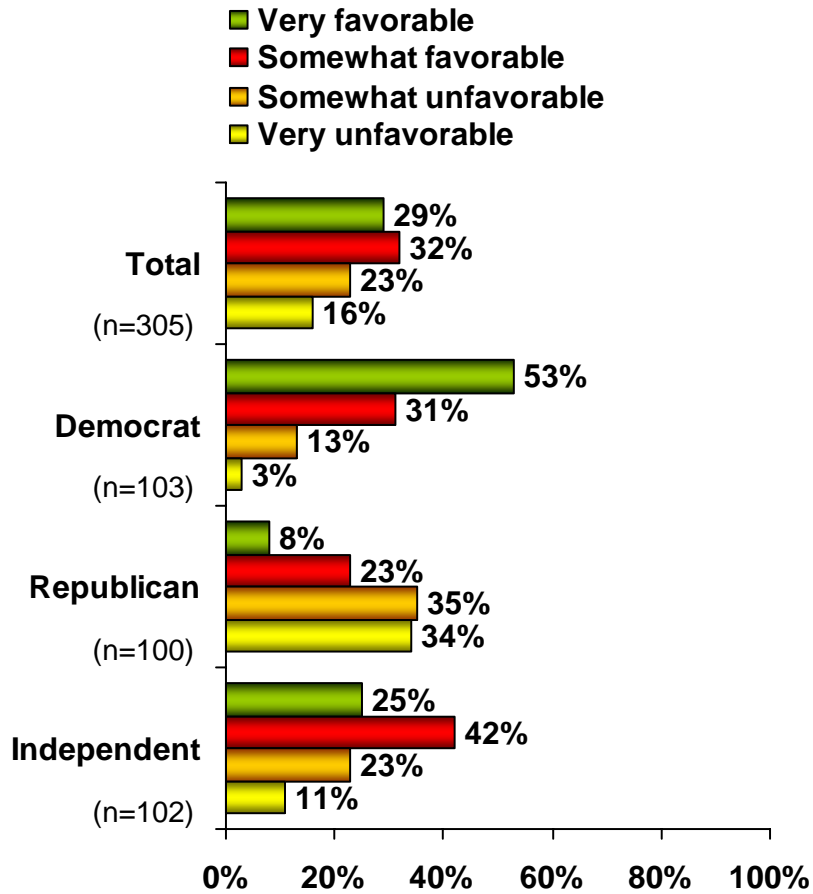
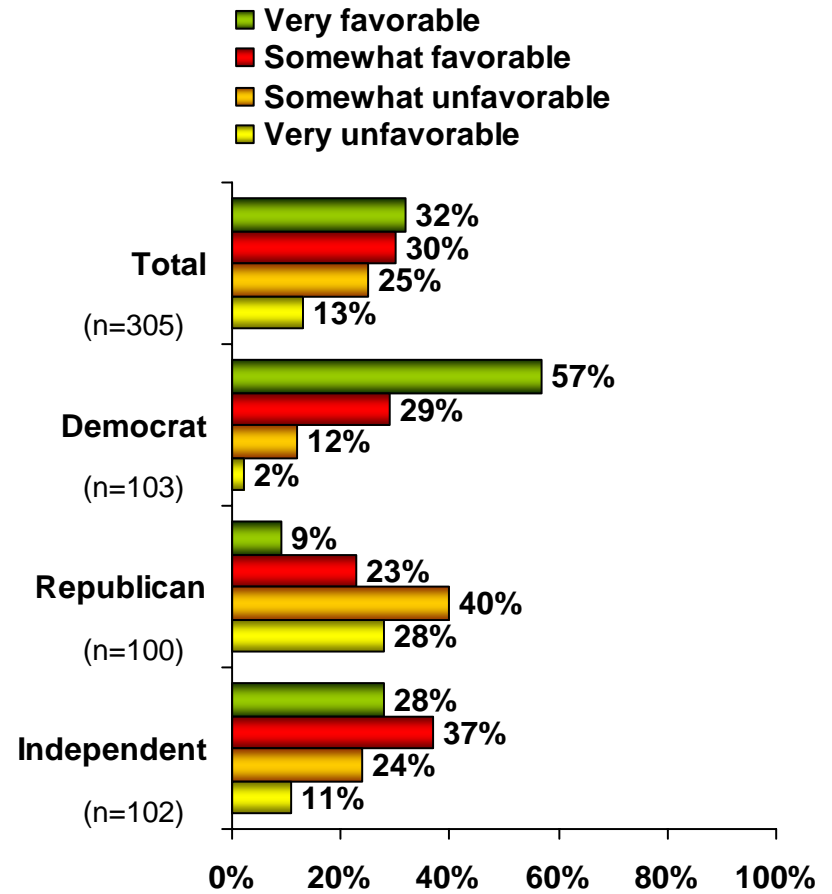


## “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

### Before Viewing Ad



### After Viewing Ad



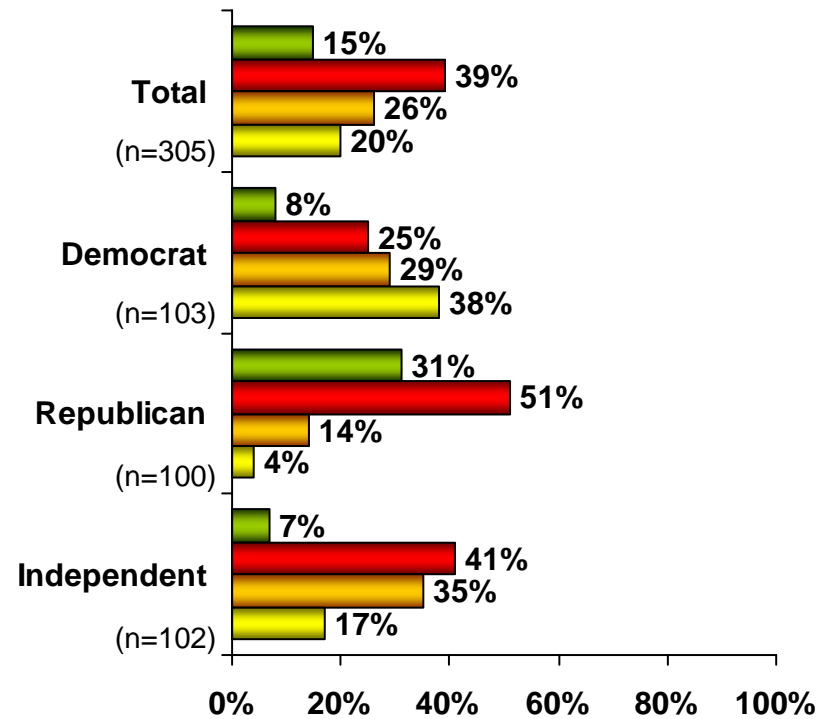
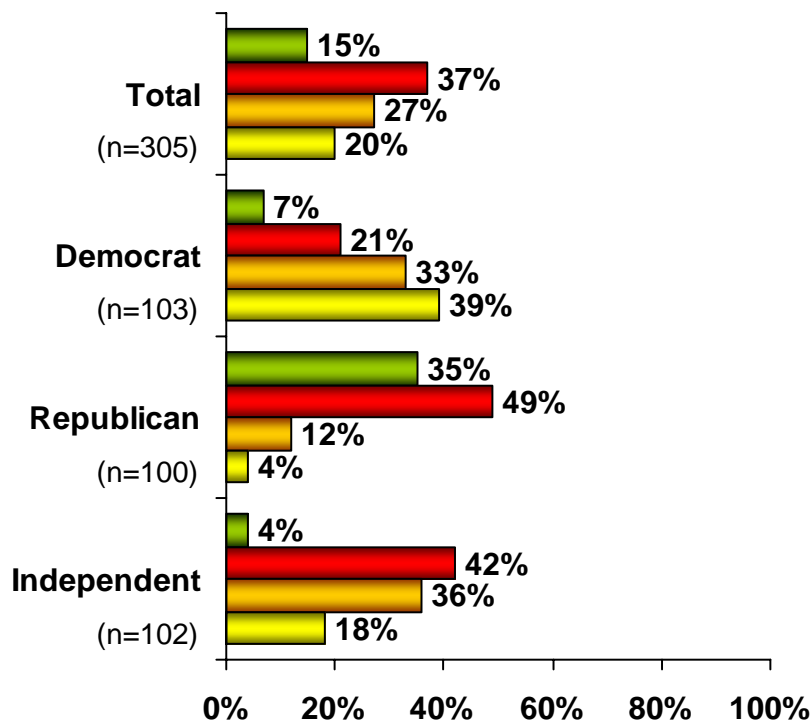
# “Which of the following best describes your overall opinion of John McCain in the 2008 Presidential Election?”

**Before** Viewing Ad

**After** Viewing Ad

- Very Favorable
- Mostly Favorable
- Mostly Unfavorable
- Very Unfavorable

- Very Favorable
- Mostly Favorable
- Mostly Unfavorable
- Very Unfavorable



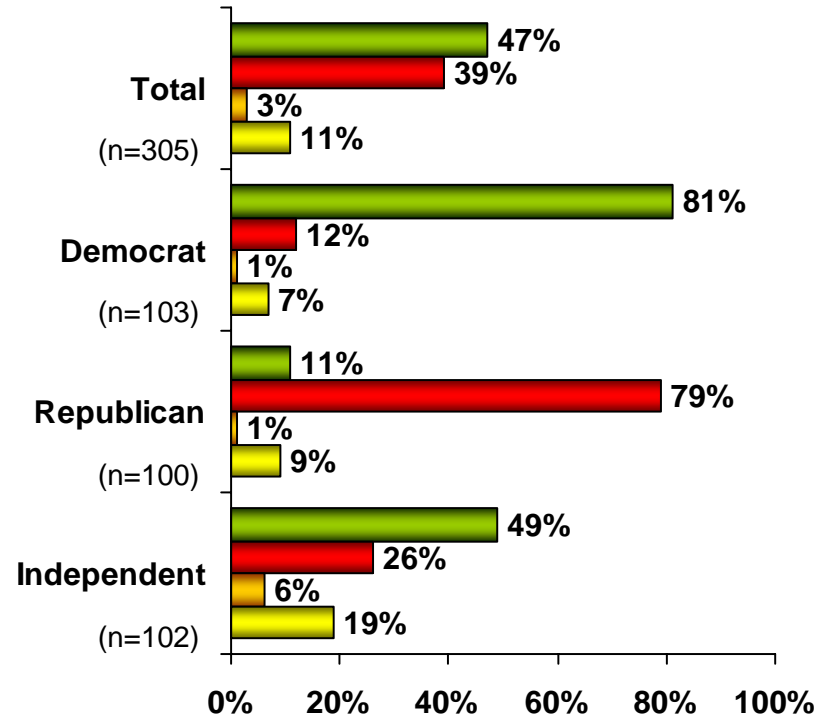
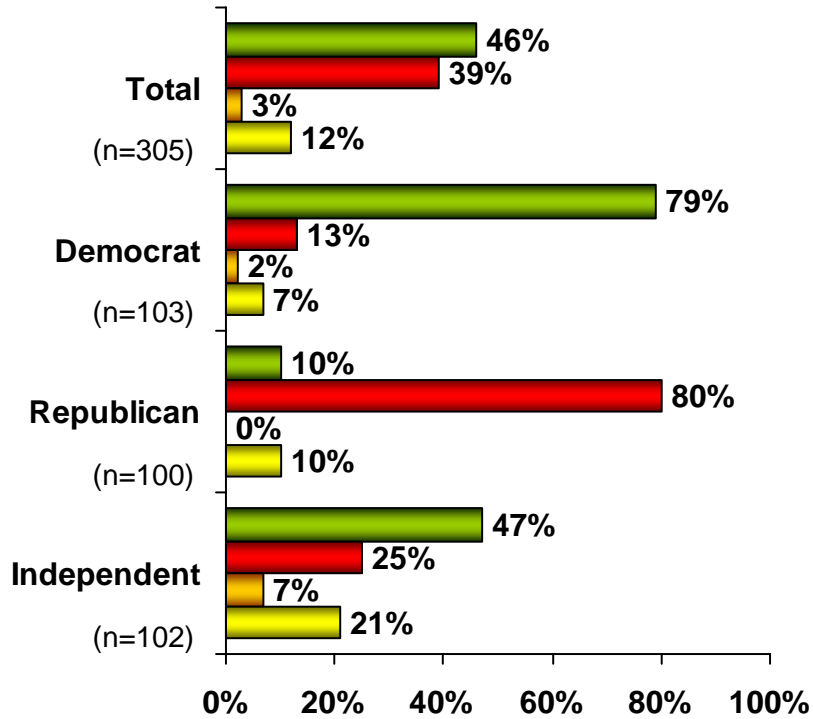
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

## Before Viewing Ad

## After Viewing Ad

■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided

■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided



Percentages may not equal 100 due to rounding

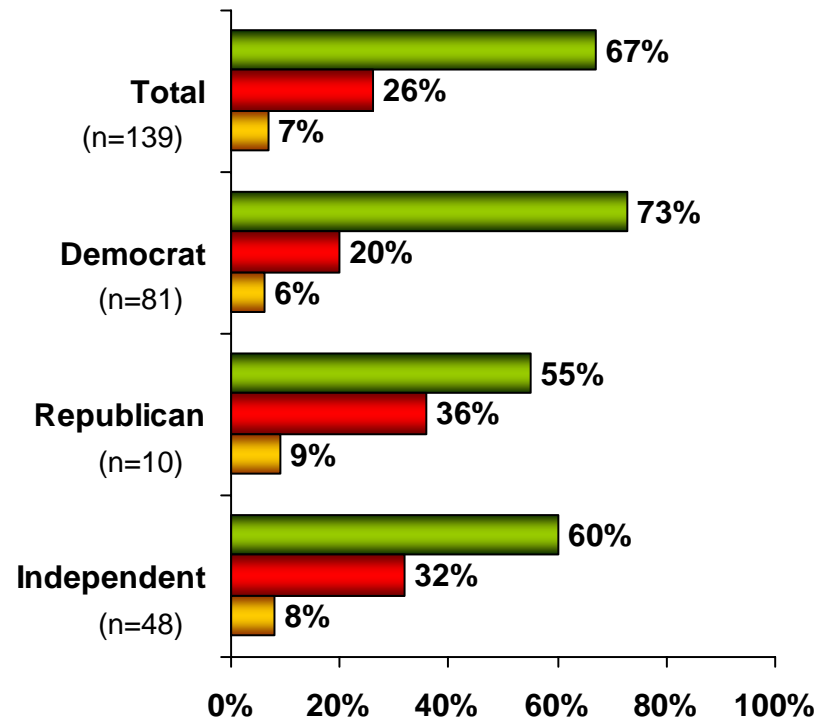
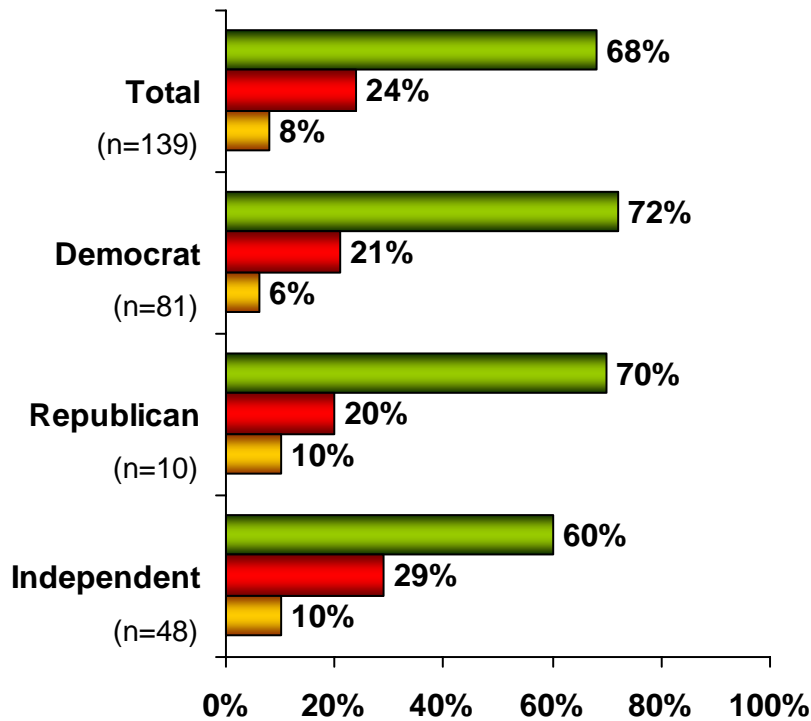
# If respondent indicated they will vote for Obama: “Which of the following best describes your likelihood to vote for Barack Obama in the 2008 Presidential Election?”

Before Viewing Ad

After Viewing Ad

- 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



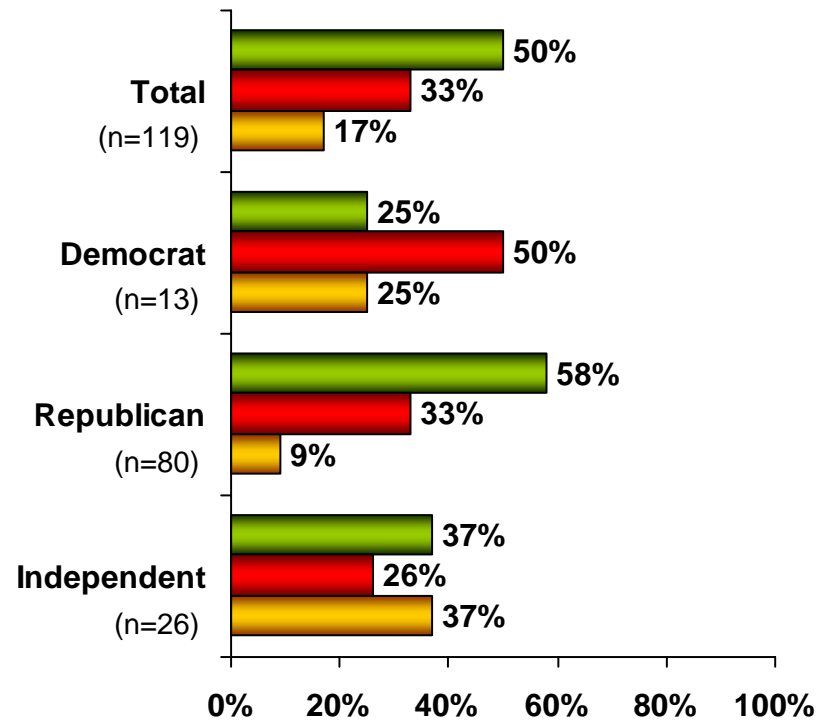
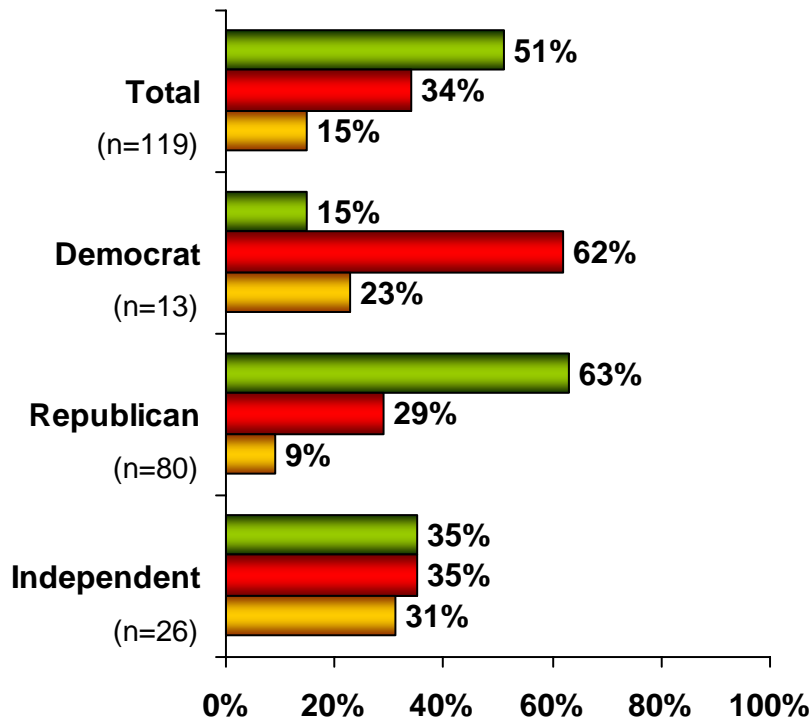
**If respondent indicated they will vote for McCain:  
 “Which of the following best describes your likelihood to vote for John McCain  
 in the 2008 Presidential Election?”**

**Before** Viewing Ad

**After** Viewing Ad

- 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



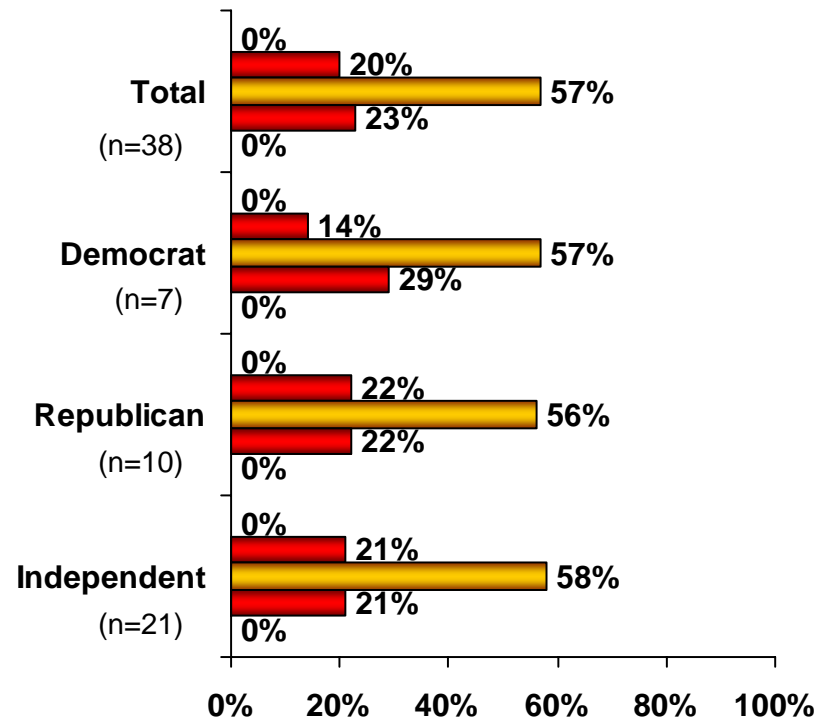
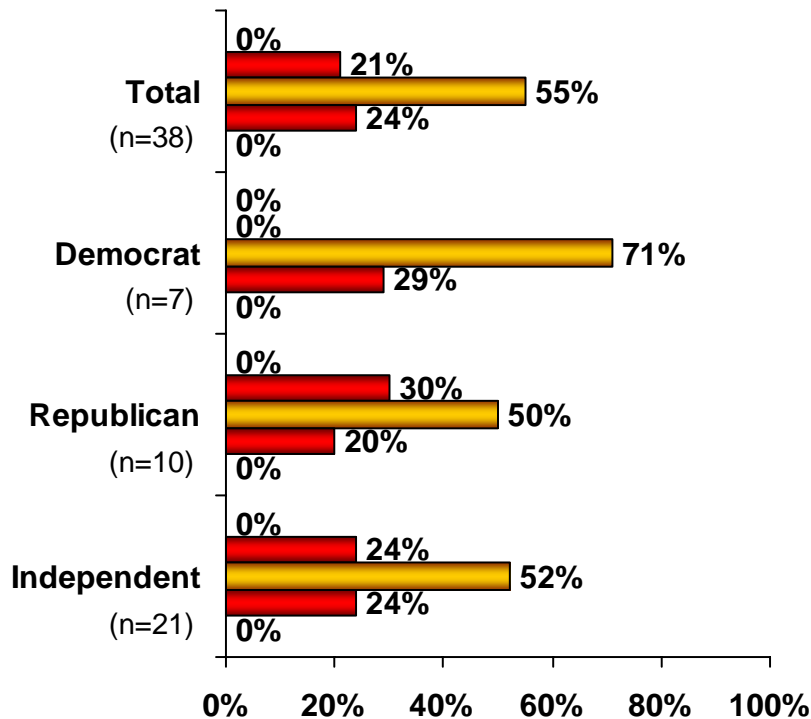
**If respondent indicated they are undecided:  
 “We understand that you are undecided; which of the following best describes  
 your position between voting for John McCain and Barack Obama?”**

**Before** Viewing Ad

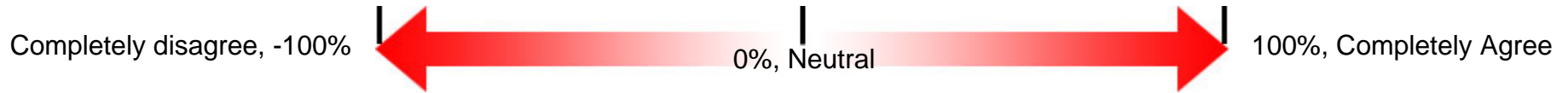
**After** Viewing Ad

- 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



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

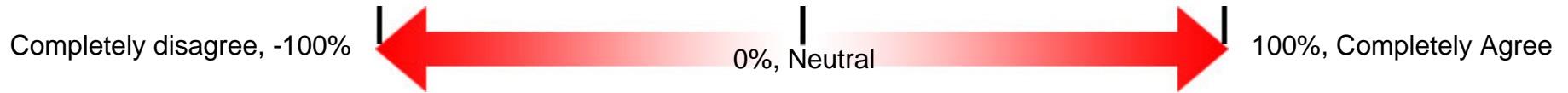


**Before Viewing Ad**

Mean Responses on a Scale of: -100% (Completely Disagree) to +100% (Completely Agree) Scale	Registered Democrat (n=103)	Registered Republican (n=100)	Registered Independent (n=102)	Total (n=305)
He is hard working.	63%	9%	37%	37%
He is honest	44%	-18%	14%	14%
He is concerned about people like me.	46%	-29%	8%	9%
He is fighting for a change	62%	4%	34%	34%
He will represent my values	46%	-35%	5%	6%
He is not tied to special interests	24%	-33%	-11%	-6%
He is accountable	46%	-25%	11%	11%
He is firm and consistent in his views	37%	-28%	1%	4%

Percentages may not equal 100 due to rounding

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

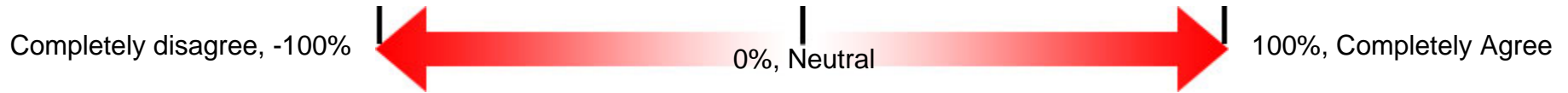


**After Viewing Ad**

Mean Responses on a Scale of: -100% (Completely Disagree) to +100% (Completely Agree) Scale	Registered Democrat (n=103)	Registered Republican (n=100)	Registered Independent (n=102)	Total (n=305)
He is hard working.	61%	11%	35%	36%
He is honest	48%	-16%	15%	16%
He is concerned about people like me.	50%	-21%	8%	13%
He is fighting for a change	60%	7%	35%	35%
He will represent my values	50%	-28%	9%	11%
He is not tied to special interests	26%	-32%	-2%	-2%
He is accountable	51%	-19%	17%	17%
He is firm and consistent in his views	44%	-24%	7%	9%

Percentages may not equal 100 due to rounding

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

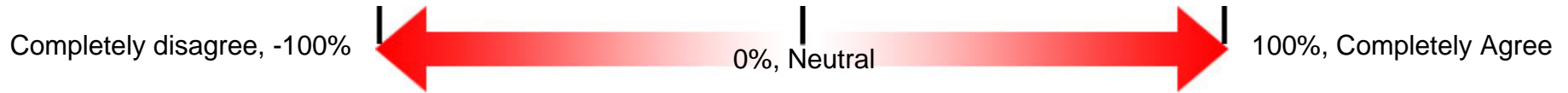


**Before Viewing Ad**

Mean Responses on a Scale of: -100% (Completely Disagree) to +100% (Completely Agree) Scale	Registered Democrat (n=103)	Registered Republican (n=100)	Registered Independent (n=102)	Total (n=305)
He is hard working.	20%	56%	26%	33%
He is honest	-5%	46%	6%	15%
He is concerned about people like me.	-31%	38%	-16%	-3%
He is fighting for a change	-23%	29%	-19%	-5%
He will represent my values	-31%	40%	-12%	-1%
He is not tied to special interests	-31%	11%	-25%	-15%
He is accountable	-6%	45%	4%	14%
He is firm and consistent in his views	-8%	36%	4%	11%

Percentages may not equal 100 due to rounding

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



**After Viewing Ad**

Mean Responses on a Scale of: -100% (Completely Disagree) to +100% (Completely Agree) Scale	Registered Democrat (n=103)	Registered Republican (n=100)	Registered Independent (n=102)	Total (n=305)
He is hard working.	18%	52%	28%	33%
He is honest	-8%	45%	7%	15%
He is concerned about people like me.	-31%	38%	-10%	-2%
He is fighting for a change	-23%	31%	-10%	-10%
He will represent my values	-34%	39%	-13%	-3%
He is not tied to special interests	-34%	14%	-23%	-15%
He is accountable	-13%	43%	4%	11%
He is firm and consistent in his views	-12%	39%	3%	10%

Percentages may not equal 100 due to rounding

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

### After Viewing Ad

	Total (n=305)	Registered Democrat (n=103)	Registered Republican (n=100)	Registered Independent (n=102)
Anger	3%	2%	3%	3%
Inspiration	44%	62%	28%	40%
Sadness	3%	3%	2%	3%
Skepticism	40%	20%	59%	40%
Confusion	10%	5%	12%	13%
Disturbing	7%	6%	9%	6%
Embarrassment	4%	4%	5%	3%
Pride	28%	46%	11%	26%
Happiness	19%	36%	7%	14%

Percentages may not equal 100 due to rounding

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

### After Viewing Ad

	Total (n=305)	Registered Democrat (n=103)	Registered Republican (n=100)	Registered Independent (n=102)
Anger	1%	0%	1%	3%
Inspiration	34%	45%	24%	32%
Sadness	1%	1%	1%	1%
Skepticism	34%	16%	53%	35%
Confusion	5%	3%	7%	6%
Disturbing	3%	2%	4%	4%
Embarrassment	3%	3%	3%	2%
Pride	12%	20%	6%	9%
Happiness	7%	11%	1%	8%

Percentages may not equal 100 due to rounding