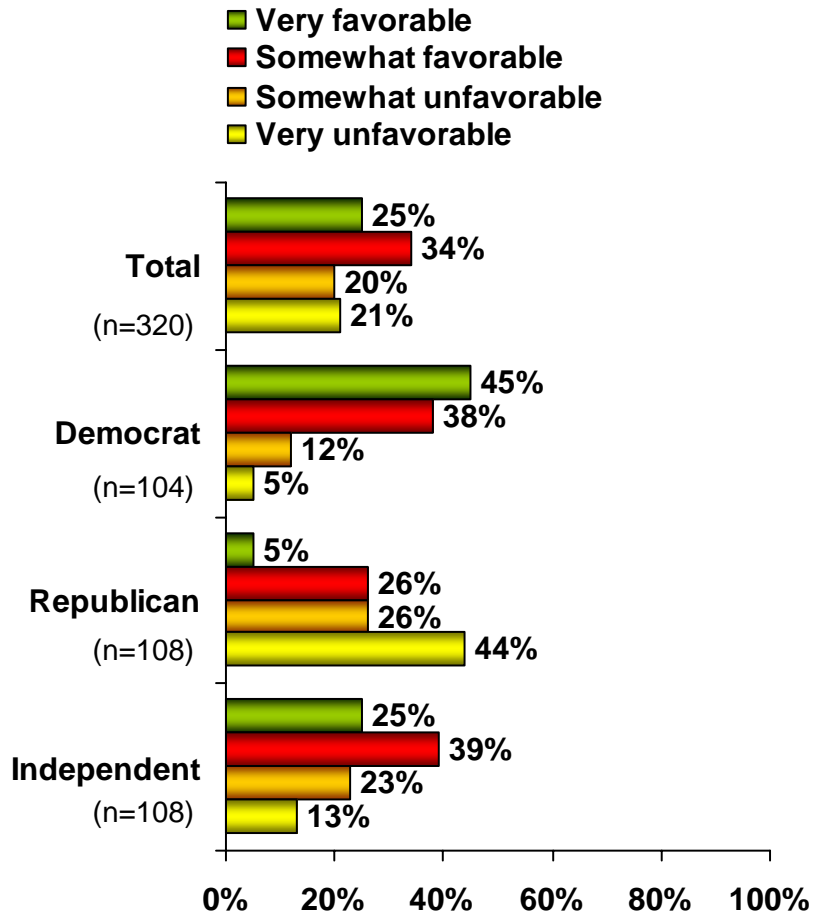
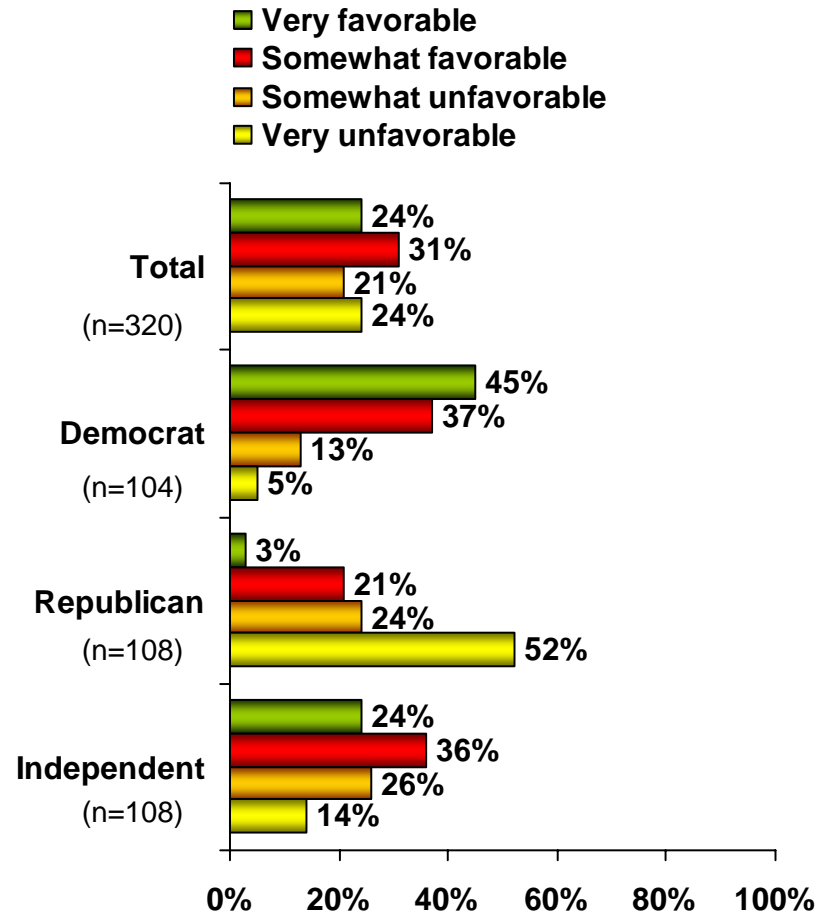


## “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

### Before Viewing Video

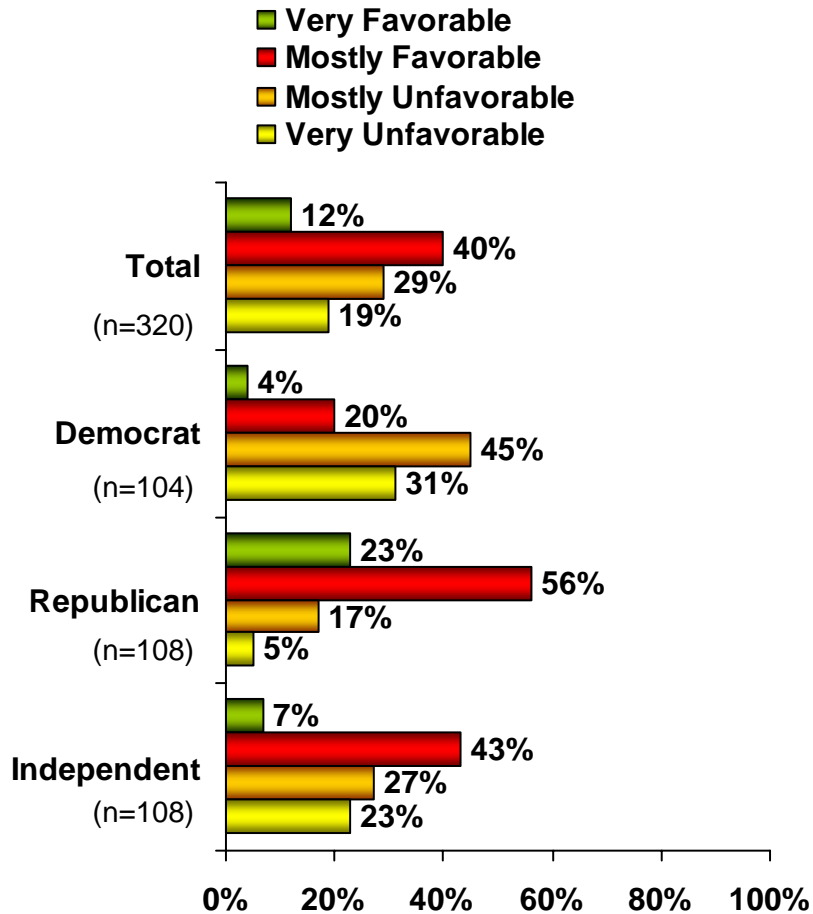


### After Viewing Video

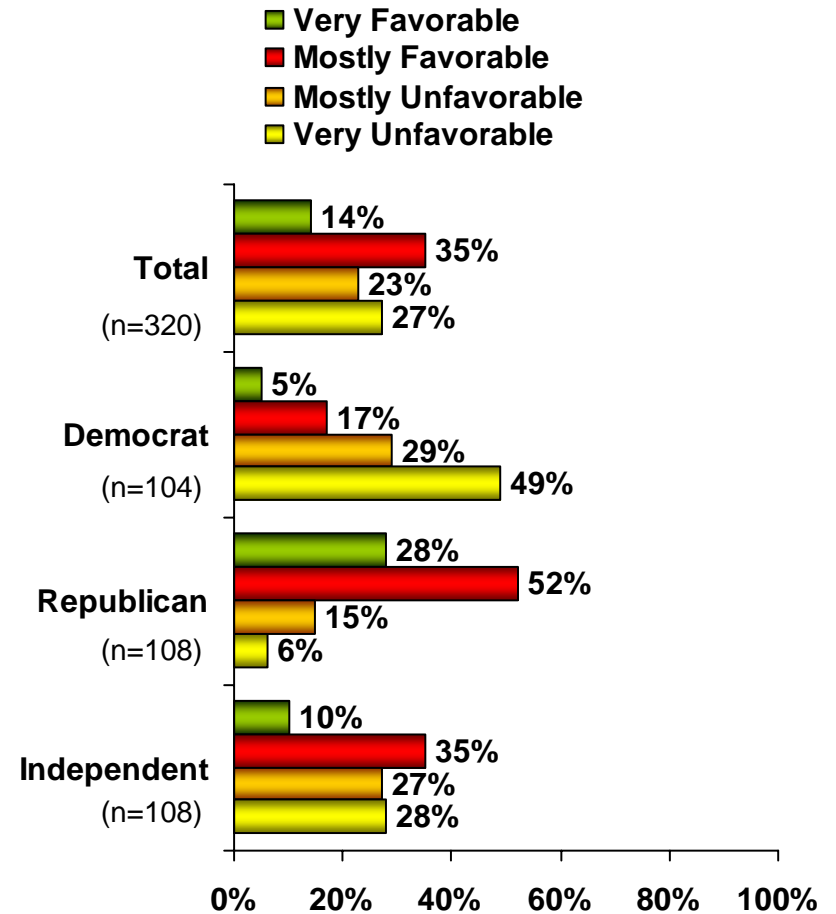


# “Which of the following best describes your overall opinion of John McCain in the 2008 Presidential Election?”

## Before Viewing Video



## After Viewing Video



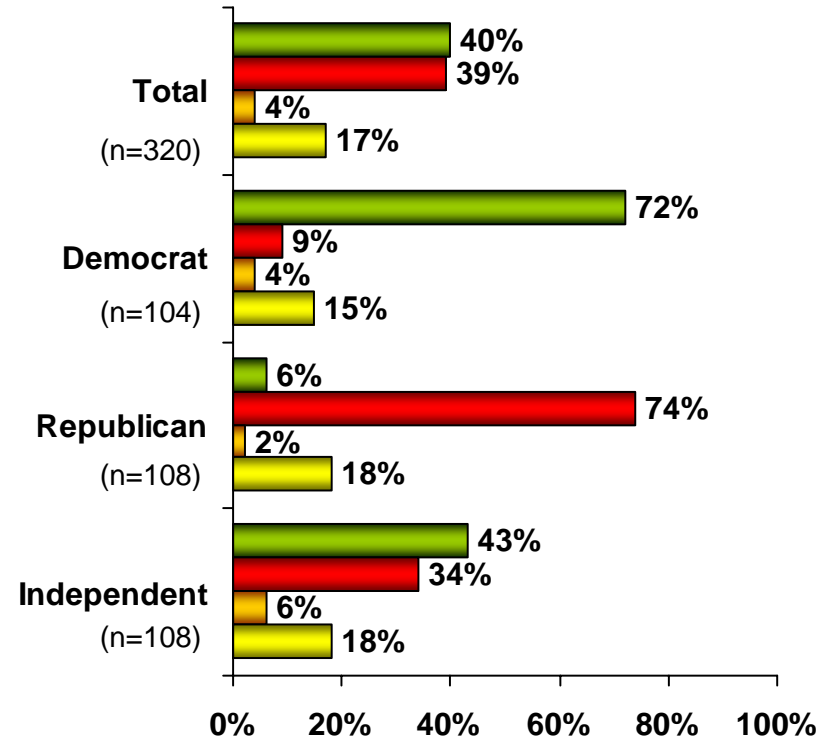
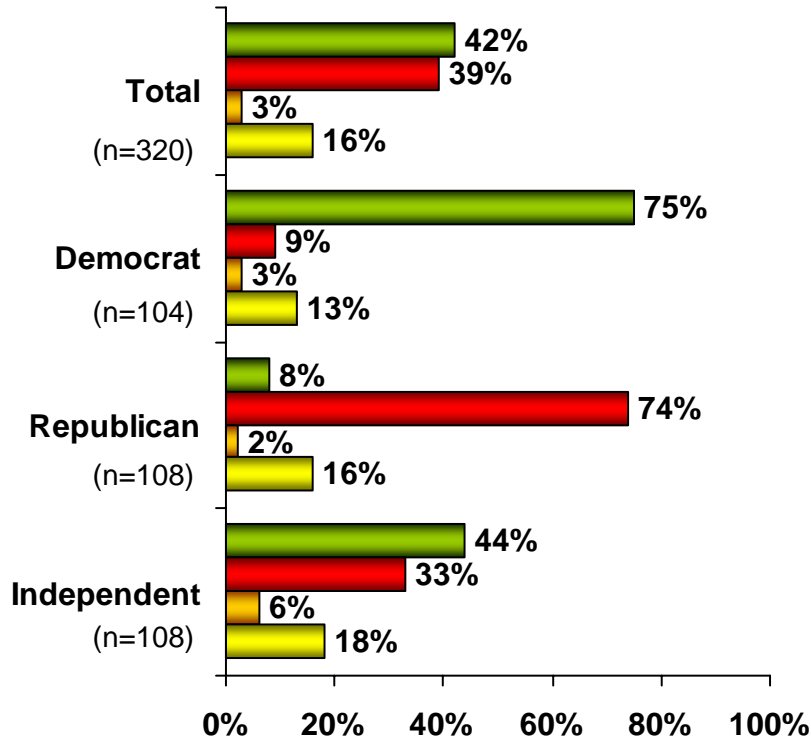
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

## 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

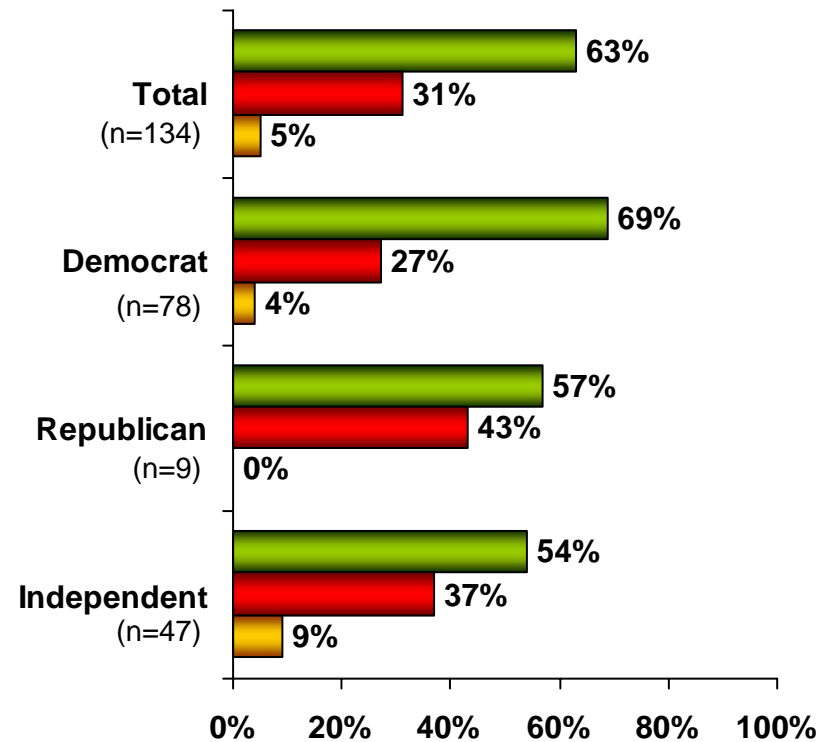
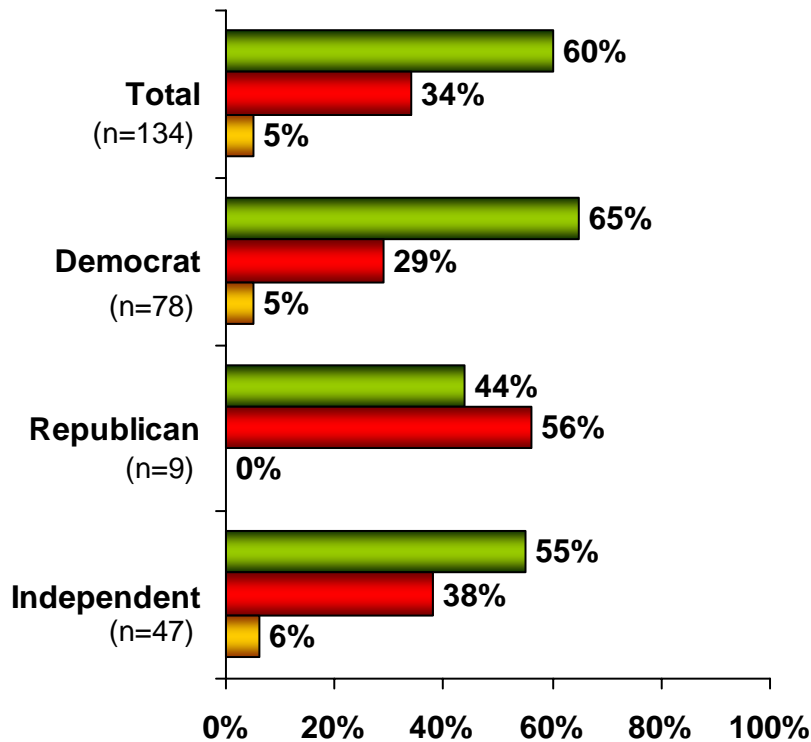
# If respondent indicated they will vote for Obama: “Which of the following best describes your likelihood to vote for Barack Obama in the 2008 Presidential Election?”

**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



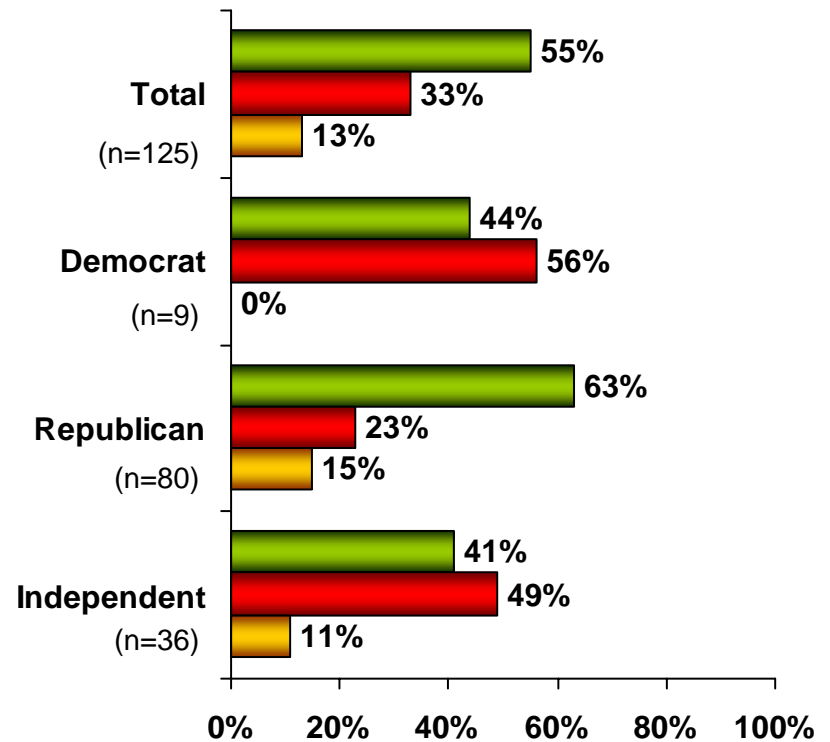
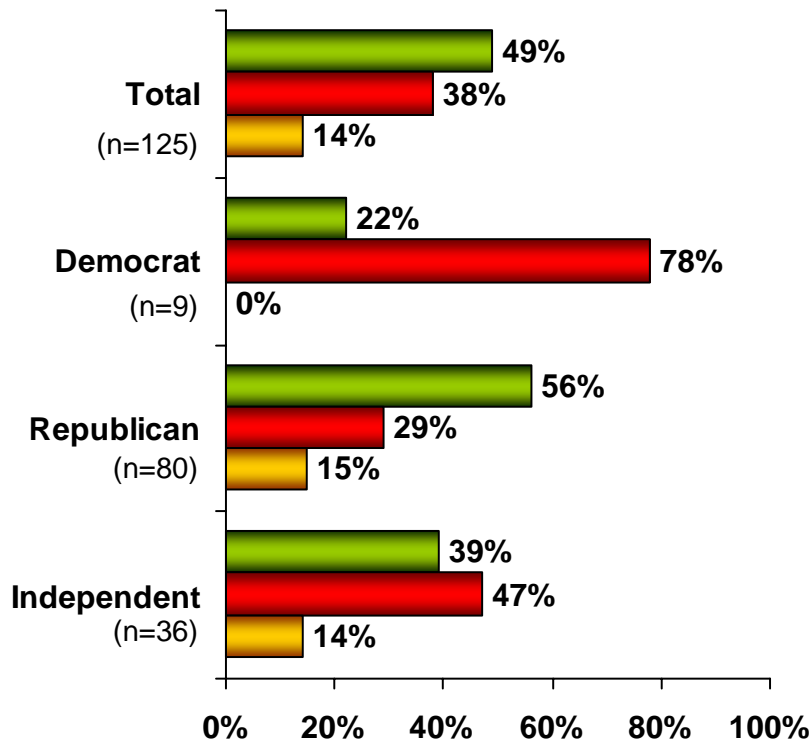
**If respondent indicated they will vote for McCain:  
 “Which of the following best describes your likelihood to vote for John McCain  
 in the 2008 Presidential Election?”**

**Before** Viewing Video

**After** Viewing Video

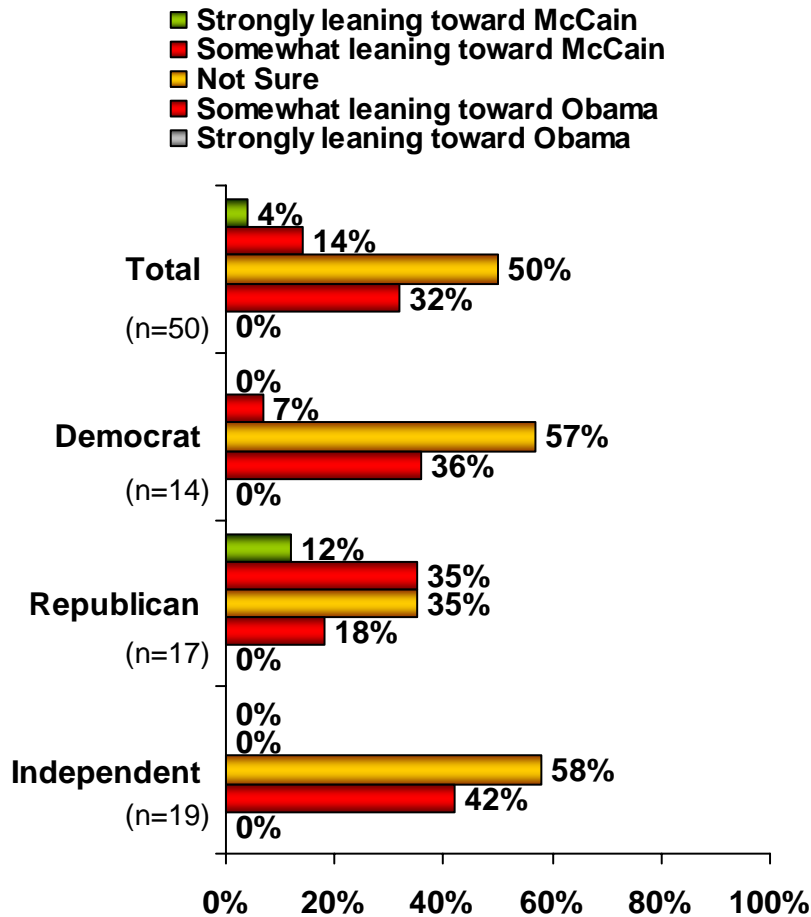
- Definitely Voting for McCain
- Strongly leaning towards voting for McCain
- Somewhat leaning towards voting for McCain

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

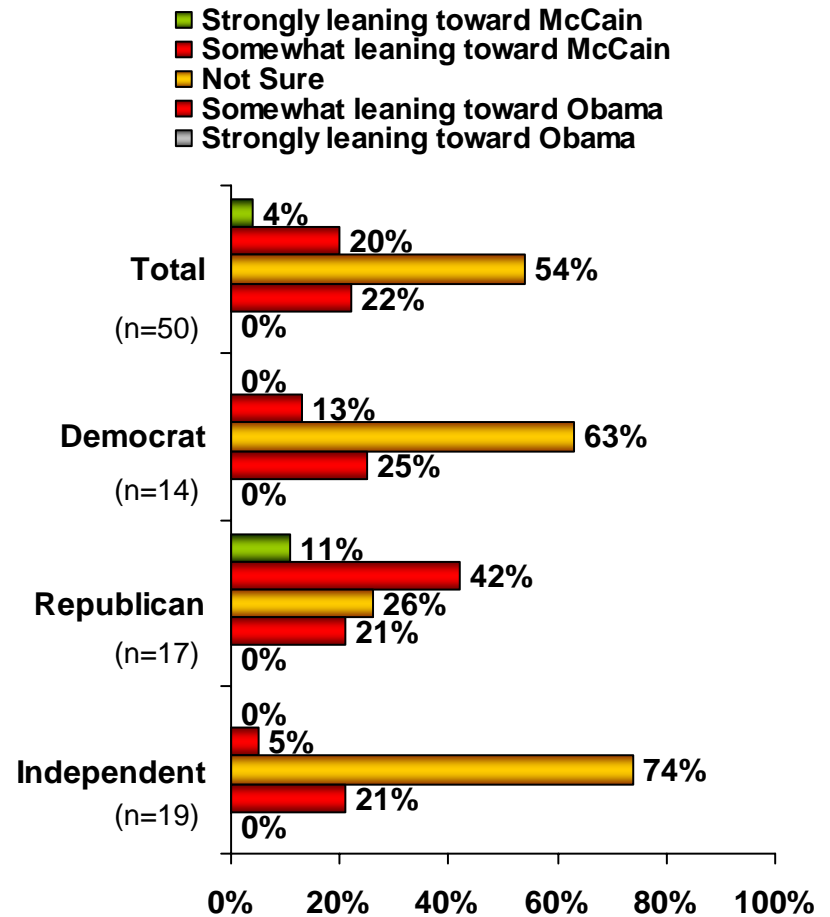


**If respondent indicated they are undecided:  
 “We understand that you are undecided; which of the following best describes  
 your position between voting for John McCain and Barack Obama?”**

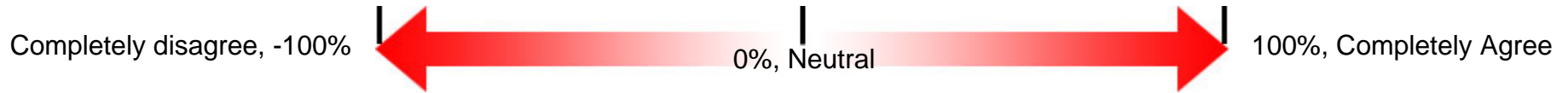
**Before Viewing Video**



**After Viewing Video**



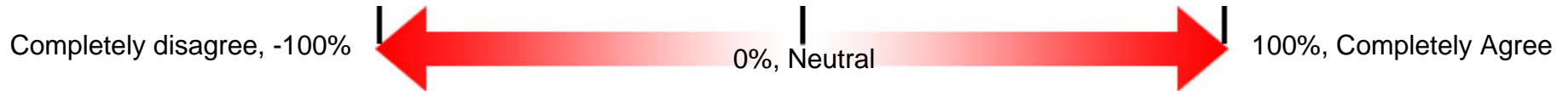
**“Please specify how much you agree/disagree with the following statements about Barack Obama.”**



Mean Responses on a Scale of: -100% (Completely Disagree) to +100% (Completely Agree) Scale	Before Viewing Ad				After Viewing Ad			
	Registered Democrat (n=320)	Registered Republican (n=104)	Registered Independent (n=108)	Total (n=108)	Registered Democrat (n=320)	Registered Republican (n=104)	Registered Independent (n=108)	Total (n=108)
He is hard working.	57%	1%	32%	30%	56%	-4%	29%	27%
He is honest	42%	-28%	14%	9%	42%	-30%	10%	7%
He is concerned about people like me.	44%	-38%	9%	4%	44%	-42%	3%	1%
He is fighting for a change	58%	-7%	33%	28%	55%	-19%	26%	20%
He will represent my values	44%	-42%	6%	2%	44%	-49%	0%	-2%
He is not tied to special interests	29%	-47%	-2%	-6%	33%	7%	-1%	-6%
He is accountable	40%	-30%	14%	7%	42%	-31%	12%	7%
He is firm and consistent in his views	37%	-35%	3%	1%	41%	-35%	2%	2%

Percentages may not equal 100 due to rounding

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



Mean Responses on a Scale of: -100% (Completely Disagree) to +100% (Completely Agree) Scale	Before Viewing Ad				After Viewing Ad			
	Registered Democrat (n=320)	Registered Republican (n=104)	Registered Independent (n=108)	Total (n=108)	Registered Democrat (n=320)	Registered Republican (n=104)	Registered Independent (n=108)	Total (n=108)
He is hard working.	18%	49%	26%	31%	9%	54%	24%	29%
He is honest	-10%	34%	5%	10%	-17%	39%	0%	5%
He is concerned about people like me.	-31%	28%	-10%	-6%	-36%	35%	-10%	-3%
He is fighting for a change	-23%	25%	-11%	-3%	-32%	32%	-11%	-4%
He will represent my values	-23%	33%	-13%	-6%	-38%	39%	-10%	-3%
He is not tied to special interests	-36%	9%	-25%	-17%	-40%	7%	-21%	-18%
He is accountable	-10%	38%	4%	11%	-20%	40%	4%	8%
He is firm and consistent in his views	-6%	32%	0%	9%	-13	38%	-2%	8%

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</b> (n=320)	<b>Registered Democrat</b> (n=104)	<b>Registered Republican</b> (n=108)	<b>Registered Independent</b> (n=108)
Anger	30%	42%	20%	29%
Inspiration	7%	2%	10%	8%
Sadness	15%	13%	19%	15%
Skepticism	47%	63%	22%	55%
Confusion	14%	20%	7%	14%
Disturbing	35%	32%	40%	33%
Embarrassment	10%	7%	9%	14%
Pride	6%	3%	11%	5%
Happiness	4%	2%	11%	0%

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=320)</b>	<b>Registered Democrat (n=104)</b>	<b>Registered Republican (n=108)</b>	<b>Registered Independent (n=108)</b>
Anger	17%	24%	9%	18%
Inspiration	6%	2%	7%	7%
Sadness	5%	1%	10%	4%
Skepticism	33%	44%	16%	41%
Confusion	6%	7%	5%	6%
Disturbing	23%	14%	35%	18%
Embarrassment	4%	3%	4%	5%
Pride	4%	3%	7%	3%
Happiness	3%	2%	6%	0%

Percentages may not equal 100 due to rounding