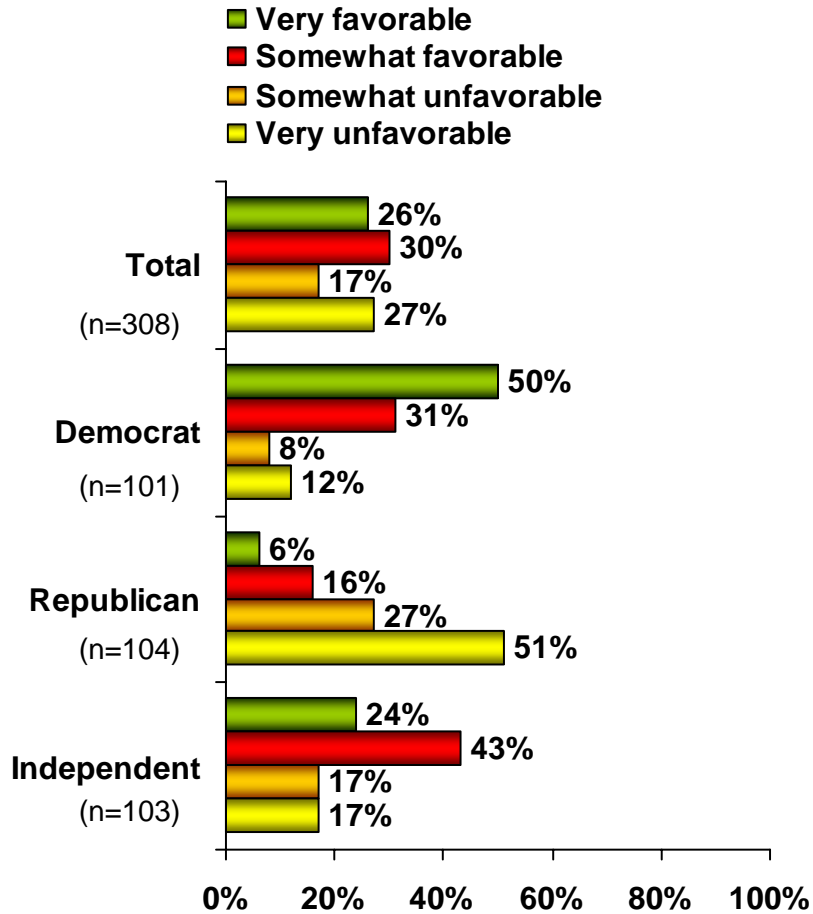
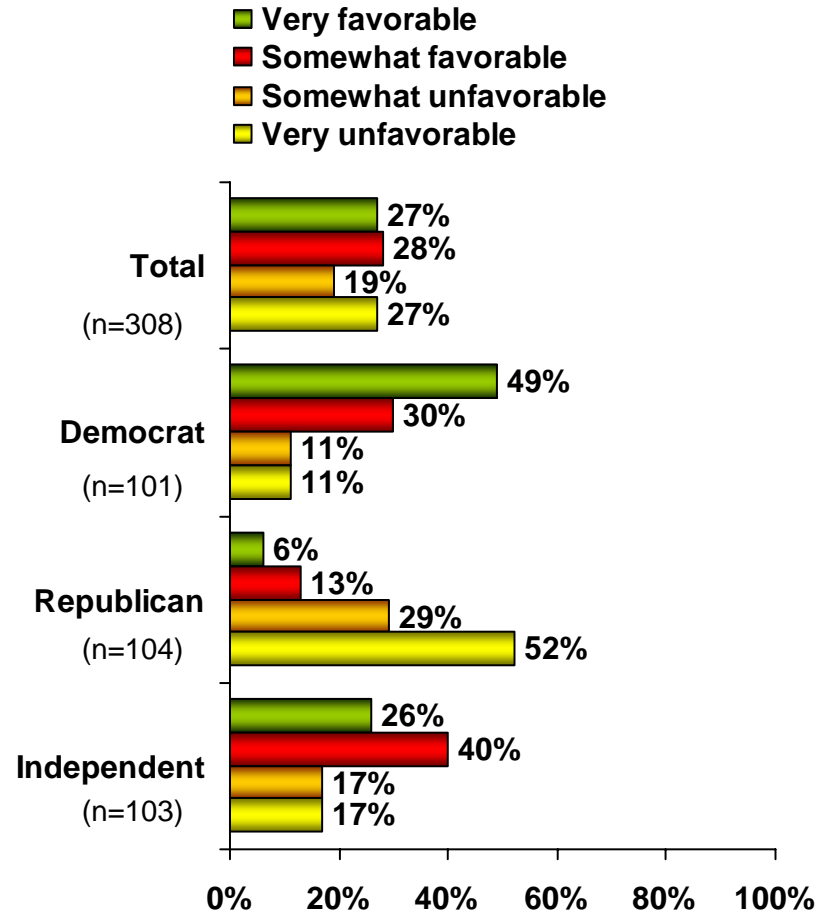


“Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

Before Viewing Video



After Viewing Video



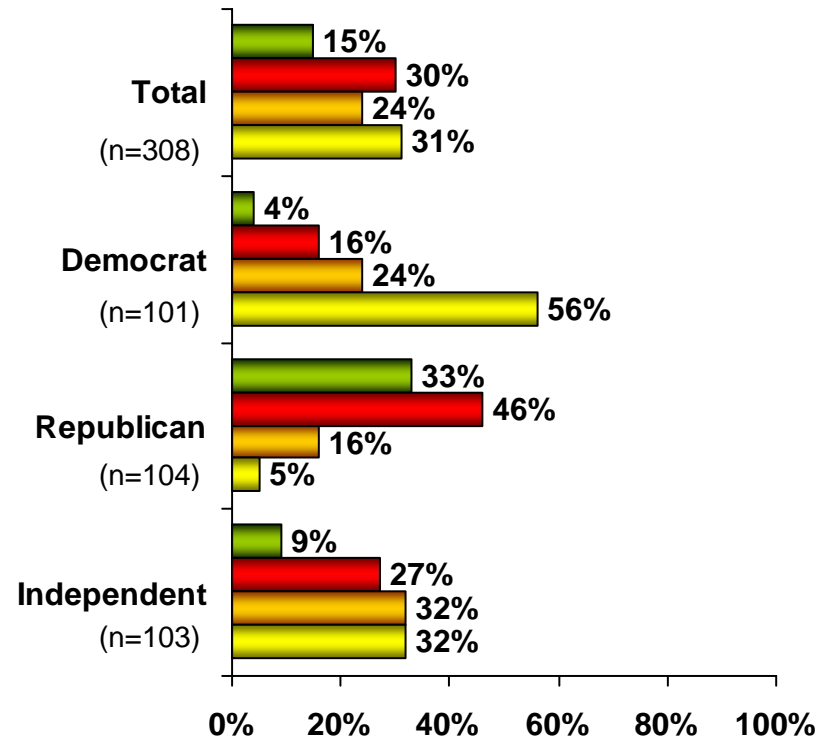
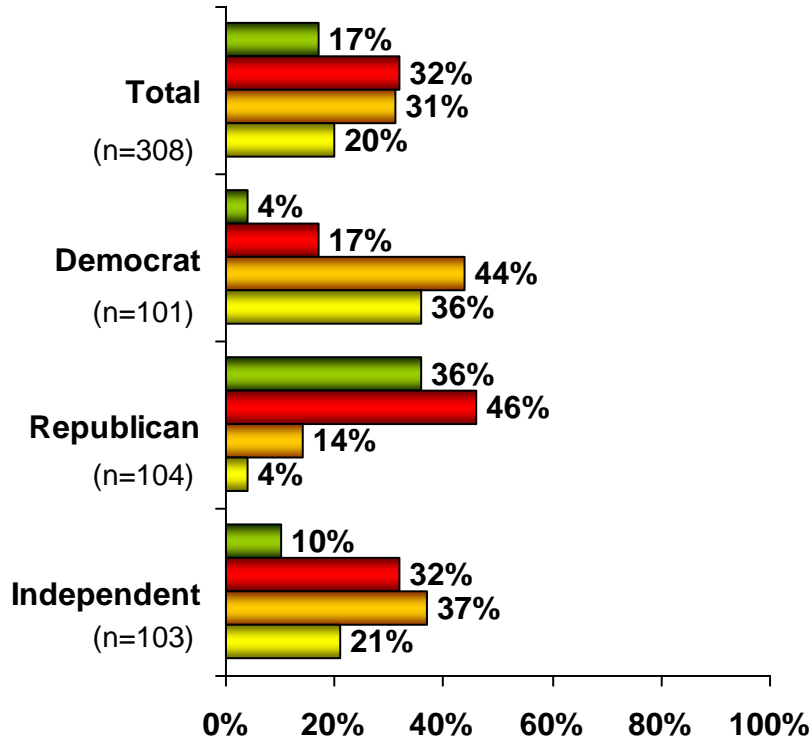
“Which of the following best describes your overall opinion of John McCain in the 2008 Presidential Election?”

Before Viewing Video

After Viewing Video

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

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



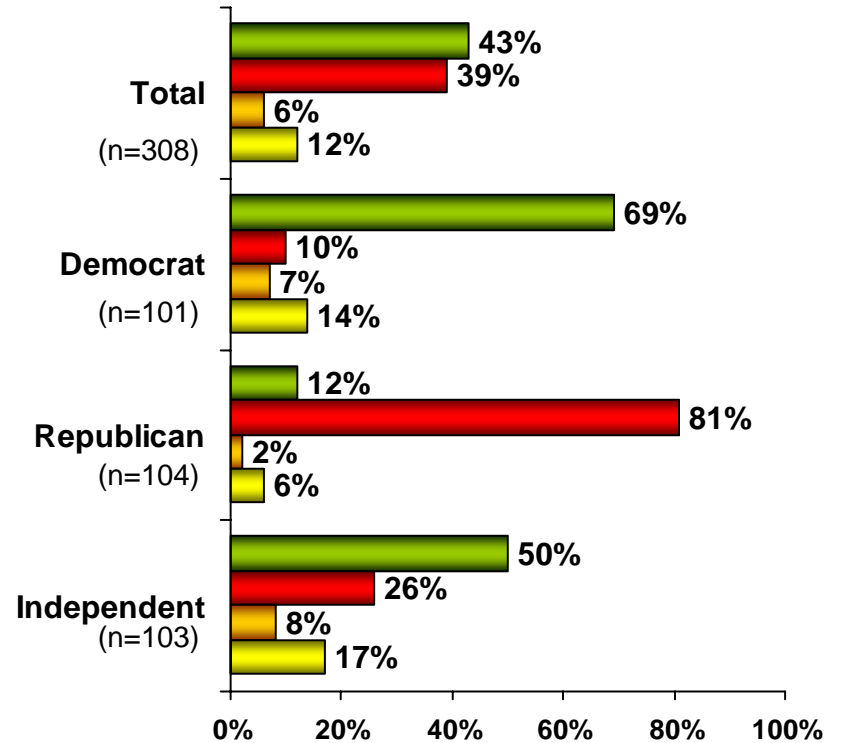
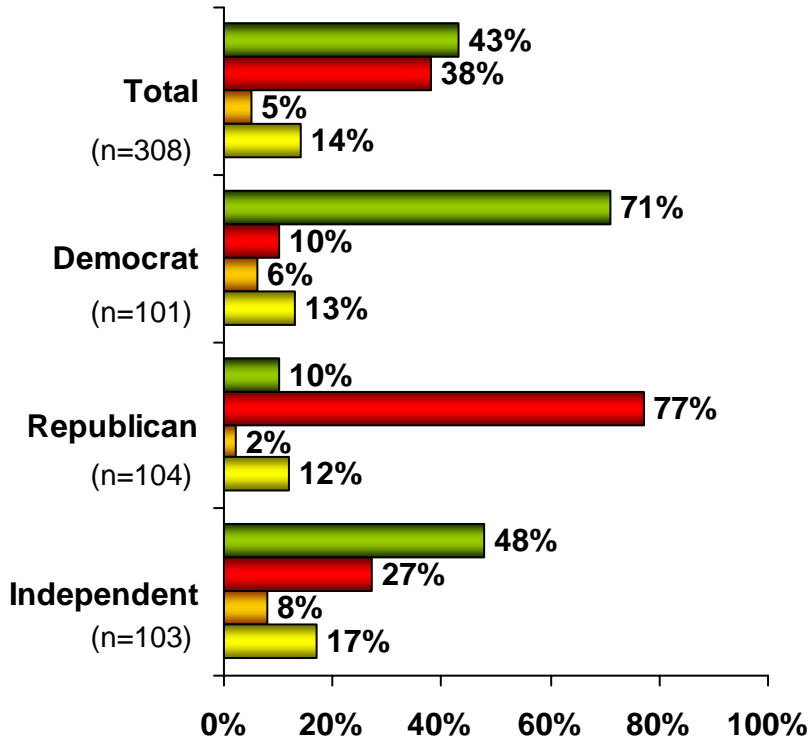
“If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

Before Viewing 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

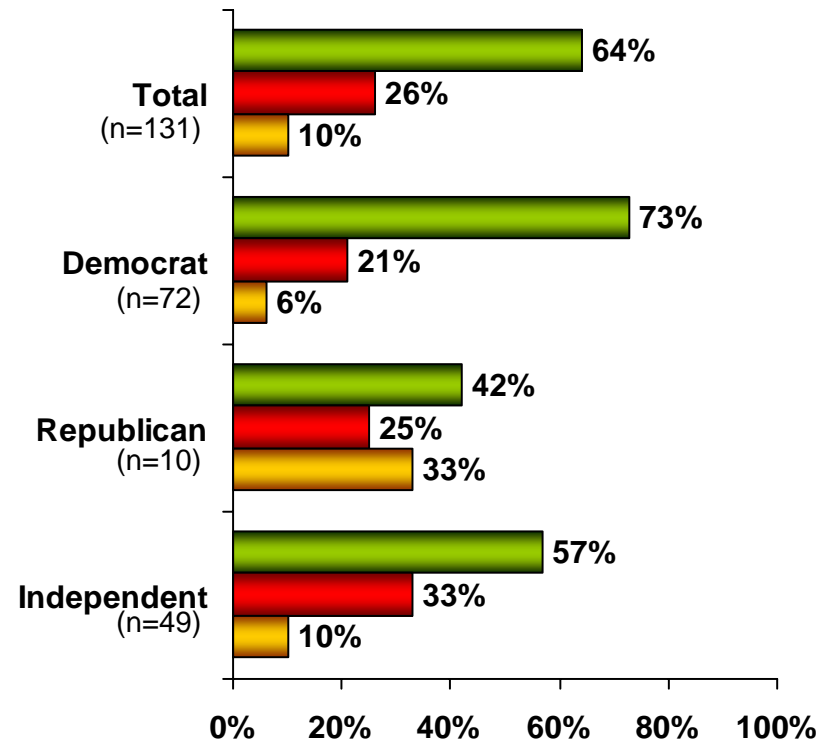
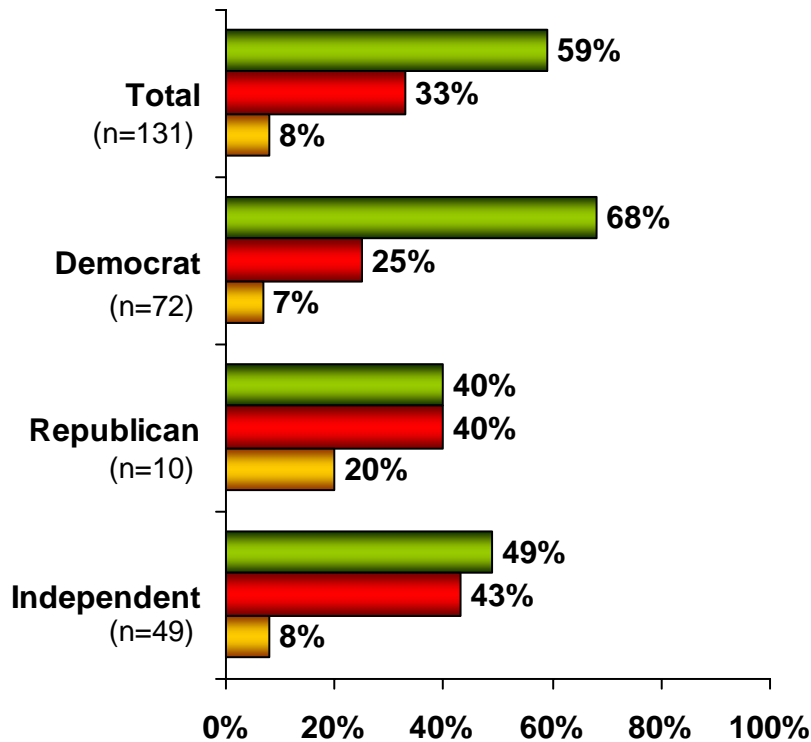
**If respondent indicated they will vote for Obama:
 “Which of the following best describes your likelihood to vote for Barack Obama
 in the 2008 Presidential Election?”**

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



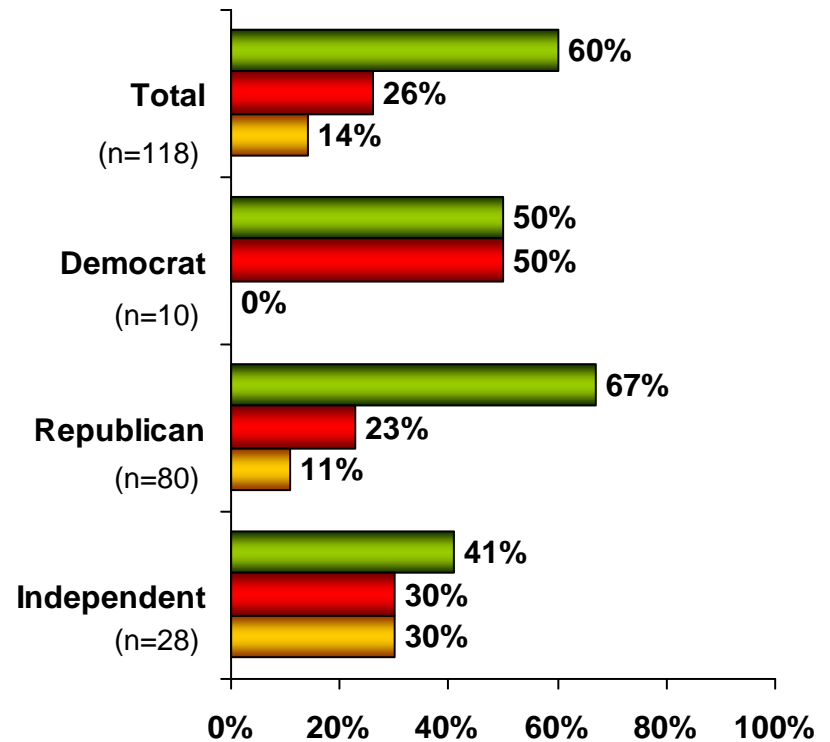
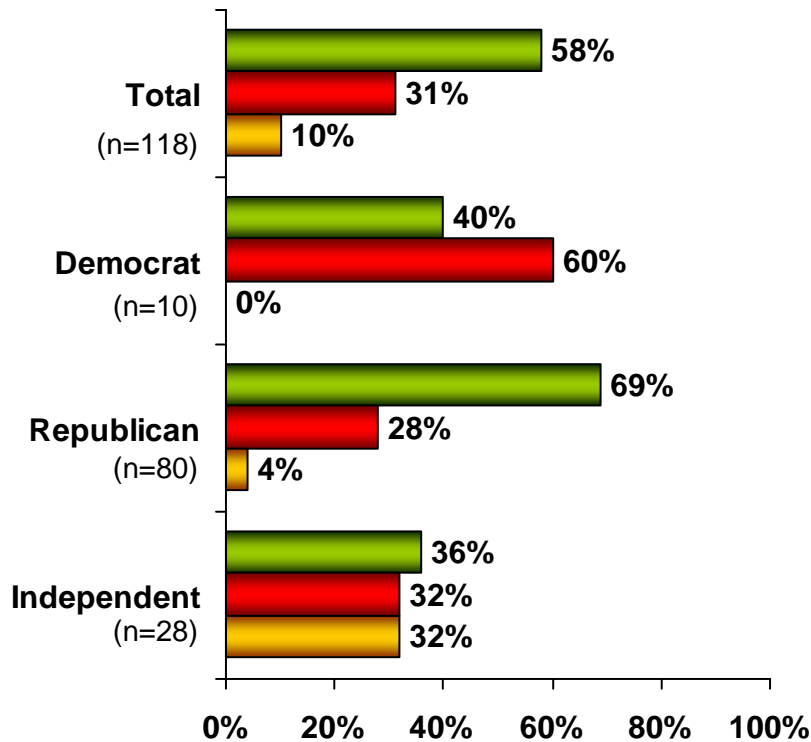
**If respondent indicated they will vote for McCain:
 “Which of the following best describes your likelihood to vote for John McCain
 in the 2008 Presidential Election?”**

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



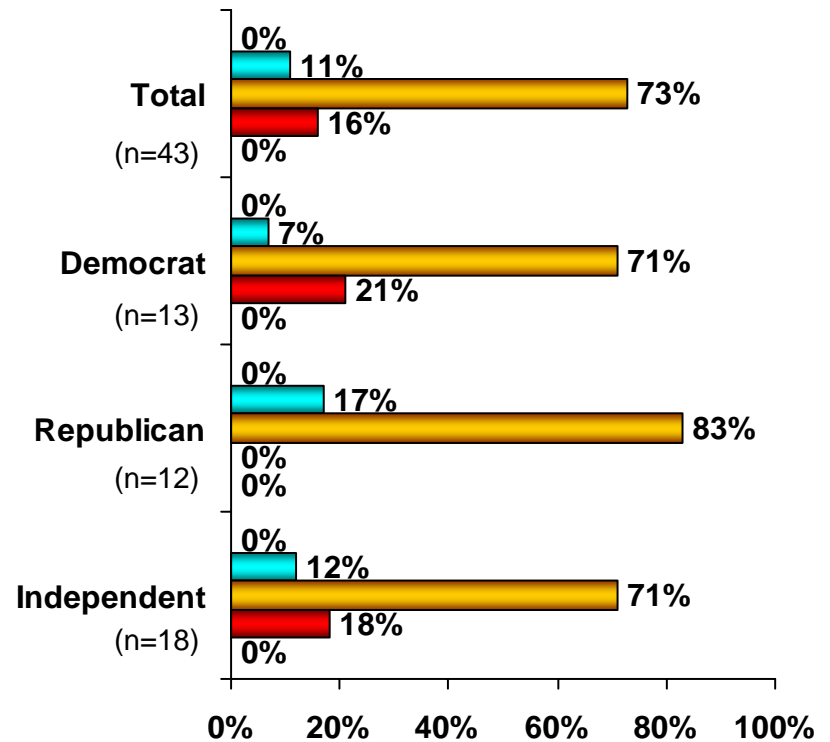
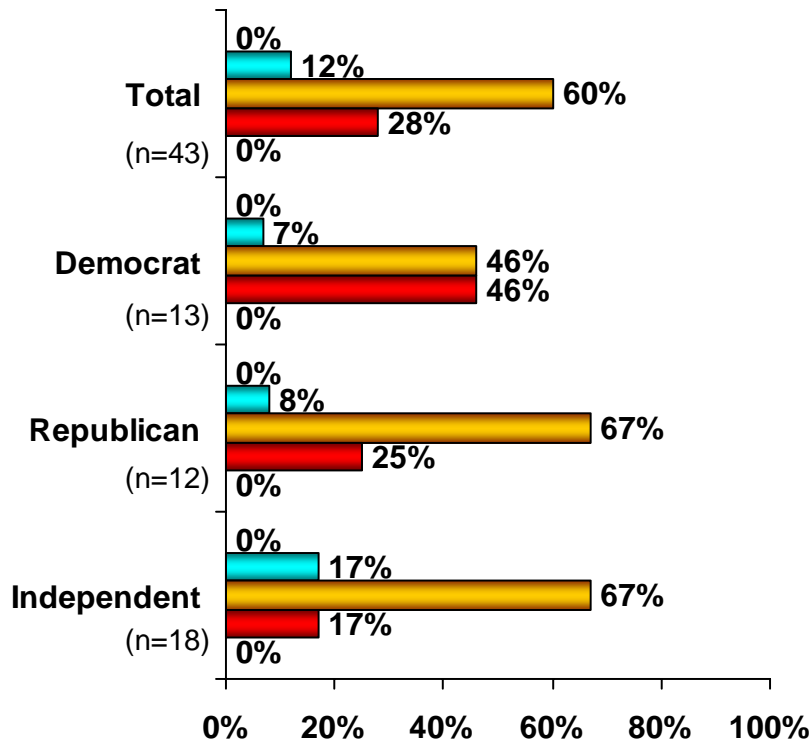
**If respondent indicated they are undecided:
 “We understand that you are undecided; which of the following best describes
 your position between voting for John McCain and Barack Obama?”**

Before Viewing Video

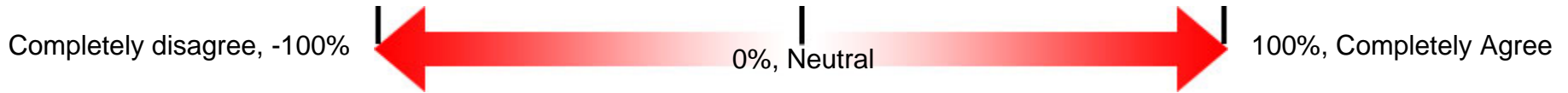
After Viewing Video

- 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



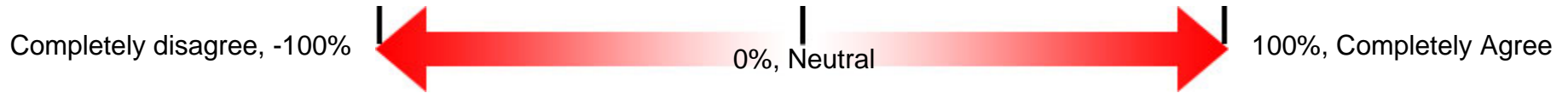
“Please specify how much you agree/disagree with the following statements about Barack Obama.”



Mean Responses on a Scale of: -100% (Completely Disagree) to +100% (Completely Agree) Scale	Before Viewing Ad				After Viewing Ad			
	Registered Democrat (n=101)	Registered Republican (n=104)	Registered Independent (n=103)	Total (n=308)	Registered Democrat (n=101)	Registered Republican (n=104)	Registered Independent (n=103)	Total (n=308)
He is hard working.	54%	3%	34%	30%	50%	-3%	31%	26%
He is honest	38%	-22%	10%	5%	37%	-38%	14%	6%
He is concerned about people like me.	40%	-41%	12%	3%	39%	-45%	11%	1%
He is fighting for a change	53%	-4%	31%	27%	52%	-10%	31%	24%
He will represent my values	40%	-50%	10%	0%	37%	-51%	11%	-1%
He is not tied to special interests	27%	-39%	1%	-4%	30%	-39%	2%	-3%
He is accountable	38%	-35%	10%	4%	38%	-37%	12%	4%
He is firm and consistent in his views	30%	-38%	2%	-2%	35%	-39%	7%	1%

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=101)	Registered Republican (n=104)	Registered Independent (n=103)	Total (n=308)	Registered Democrat (n=101)	Registered Republican (n=104)	Registered Independent (n=103)	Total (n=308)
He is hard working.	16%	63%	31%	37%	1%	61%	20%	28%
He is honest	-13%	45%	11%	15%	-25%	43%	0%	4%
He is concerned about people like me.	-30%	40%	-11%	0%	-39%	43%	-14%	-3%
He is fighting for a change	-25%	38%	-7%	2%	-38%	38%	-15%	-5%
He will represent my values	-31%	43%	-9%	1%	-40%	44%	-14%	-3%
He is not tied to special interests	-36%	17%	-19%	-12%	-41%	16%	-24%	-17%
He is accountable	-9%	42%	11%	15%	-21%	41%	1%	7%
He is firm and consistent in his views	-6%	45%	11%	17%	-20%	47%	3%	11%

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

	Total (n=308)	Registered Democrat (n=101)	Registered Republican (n=104)	Registered Independent (n=103)
Anger	26%	39%	12%	28%
Inspiration	9%	9%	12%	8%
Sadness	19%	23%	13%	20%
Skepticism	26%	35%	19%	25%
Confusion	19%	23%	17%	17%
Disturbing	34%	42%	32%	29%
Embarrassment	30%	30%	30%	29%
Pride	5%	3%	7%	5%
Happiness	16%	7%	27%	15%

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

	Total (n=308)	Registered Democrat (n=101)	Registered Republican (n=104)	Registered Independent (n=103)
Anger	16%	23%	7%	17%
Inspiration	5%	7%	4%	6%
Sadness	4%	4%	6%	3%
Skepticism	13%	14%	8%	17%
Confusion	10%	11%	11%	9%
Disturbing	18%	20%	22%	13%
Embarrassment	17%	14%	18%	19%
Pride	3%	1%	4%	4%
Happiness	13%	7%	21%	12%

Percentages may not equal 100 due to rounding