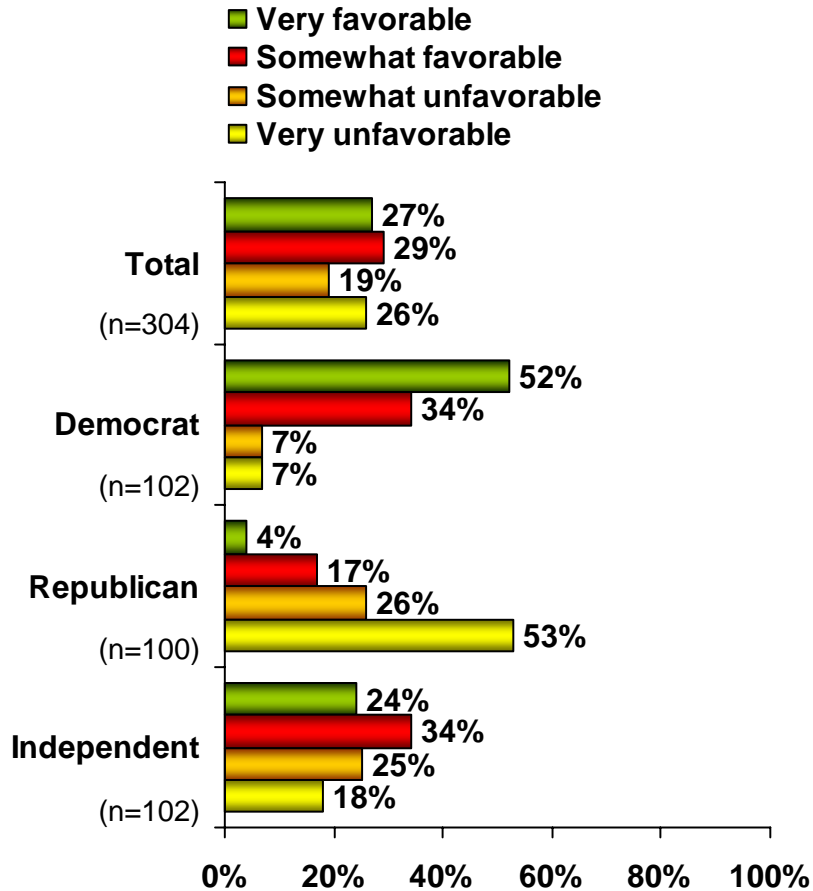
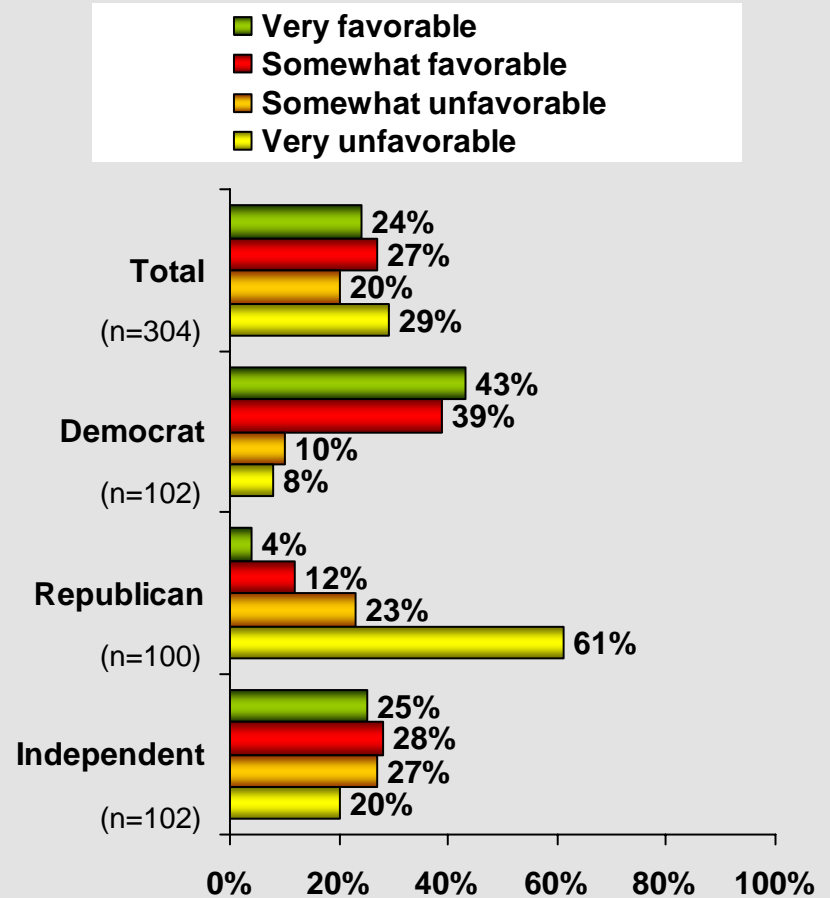


“Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

Before Viewing Video



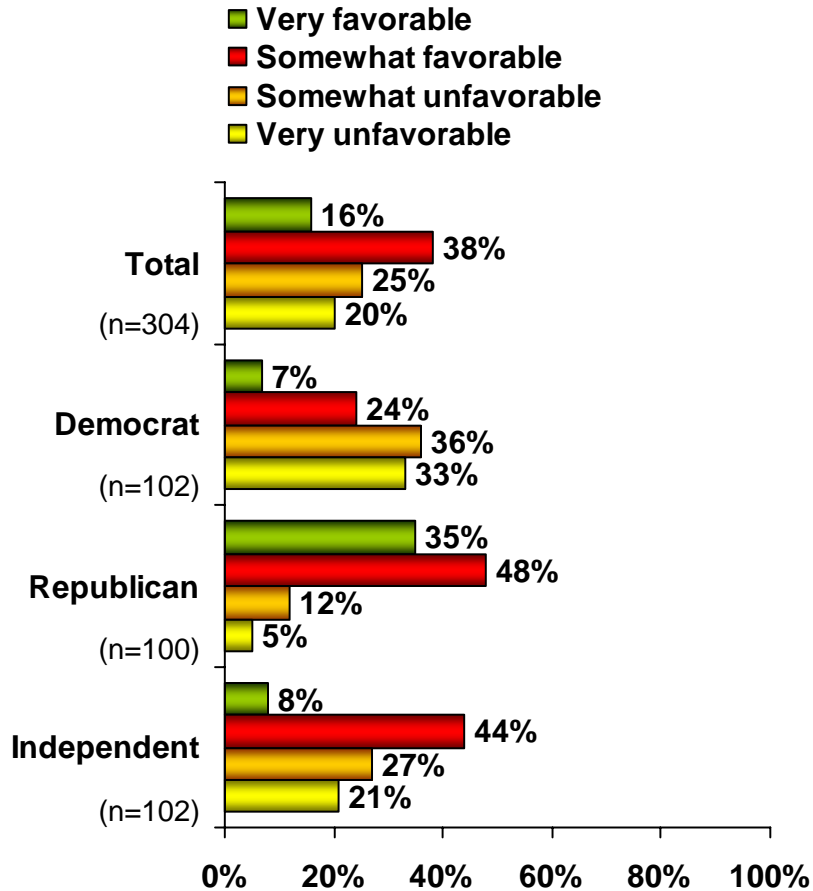
After Viewing Video



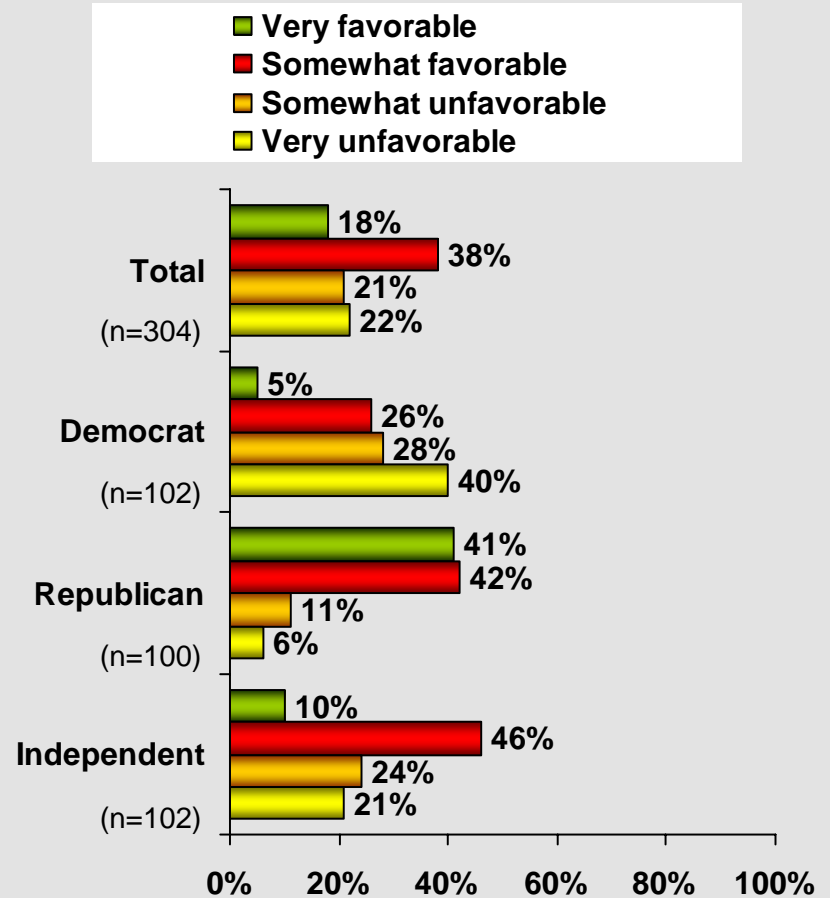
Percentages may not equal 100 due to rounding

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

Before Viewing Video



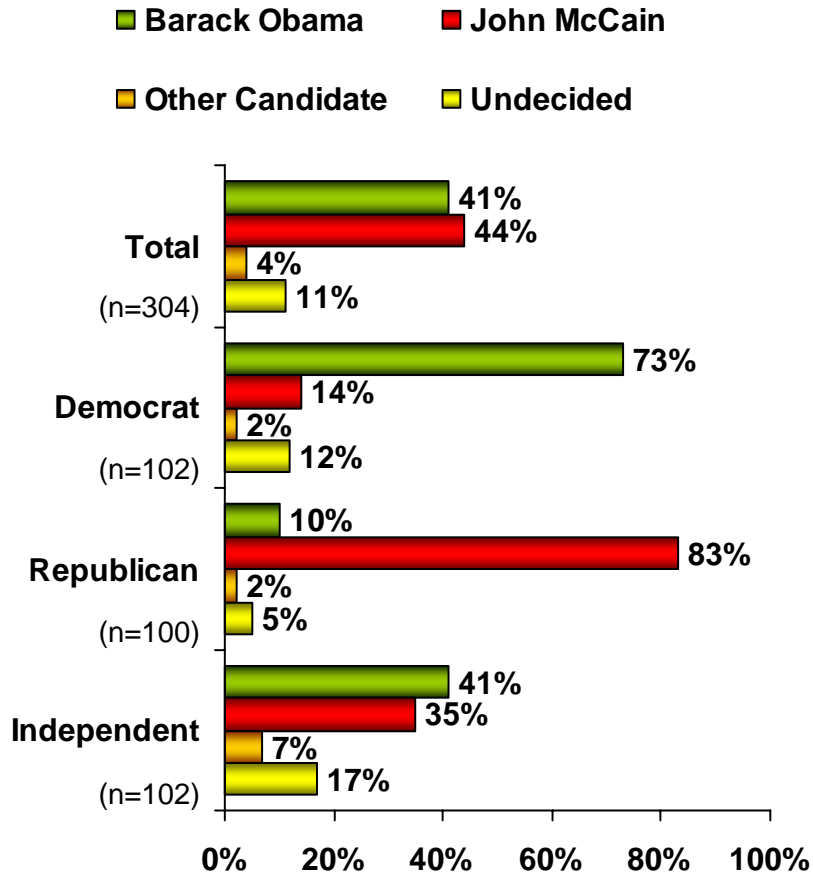
After Viewing Video



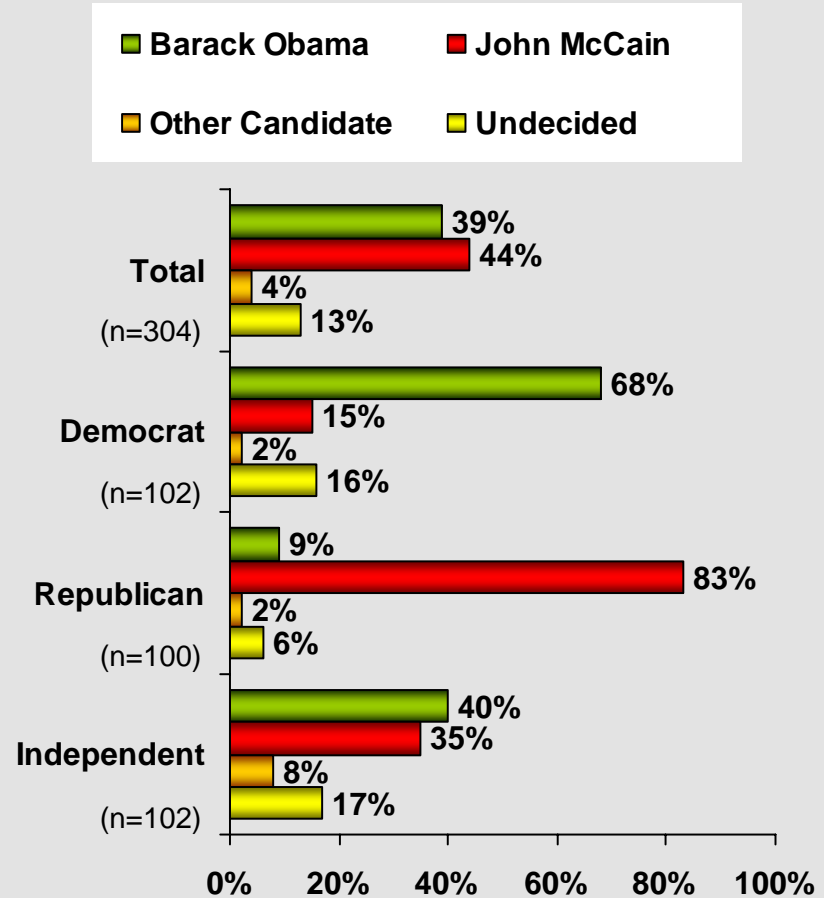
Percentages may not equal 100 due to rounding

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

Before Viewing Video



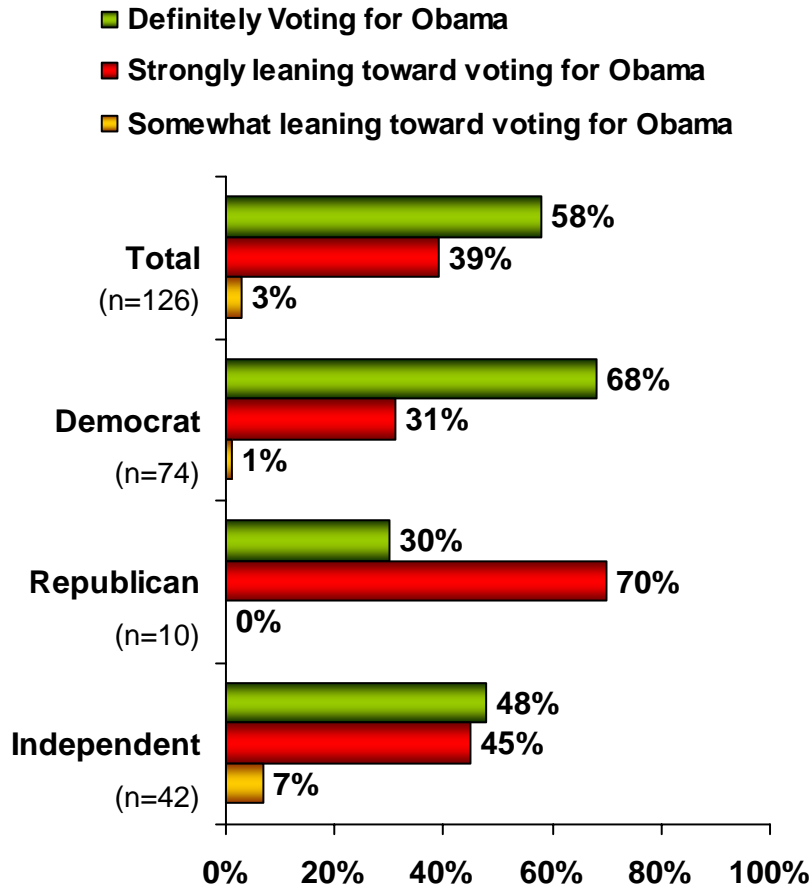
After Viewing Video



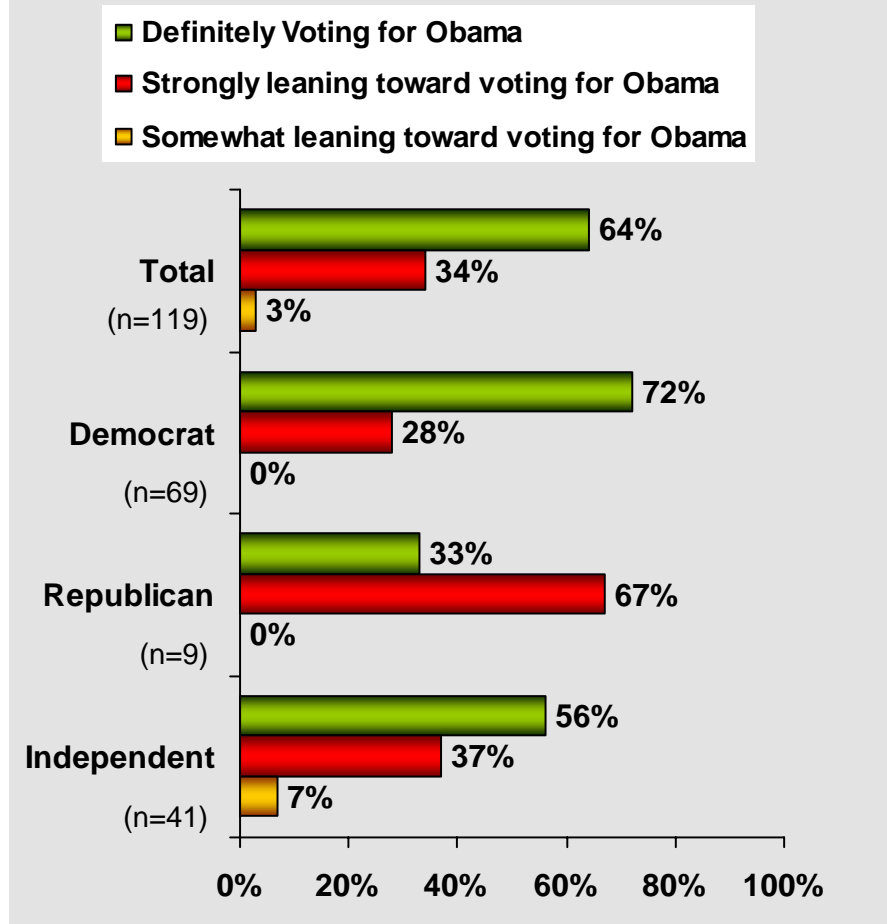
Percentages may not equal 100 due to rounding

**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



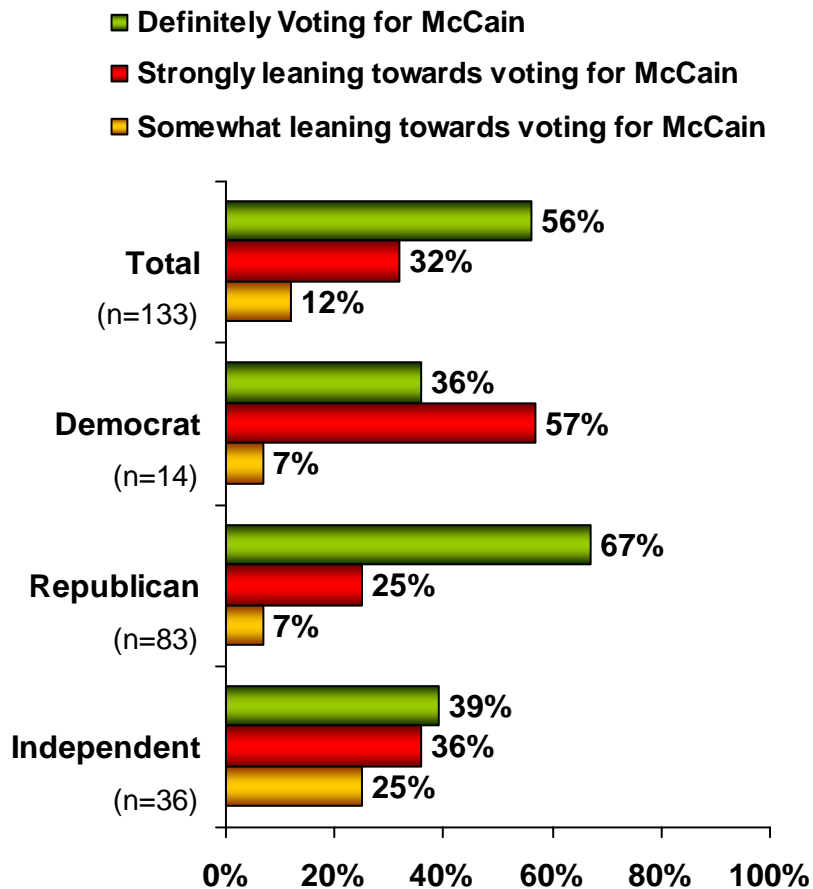
After Viewing Video



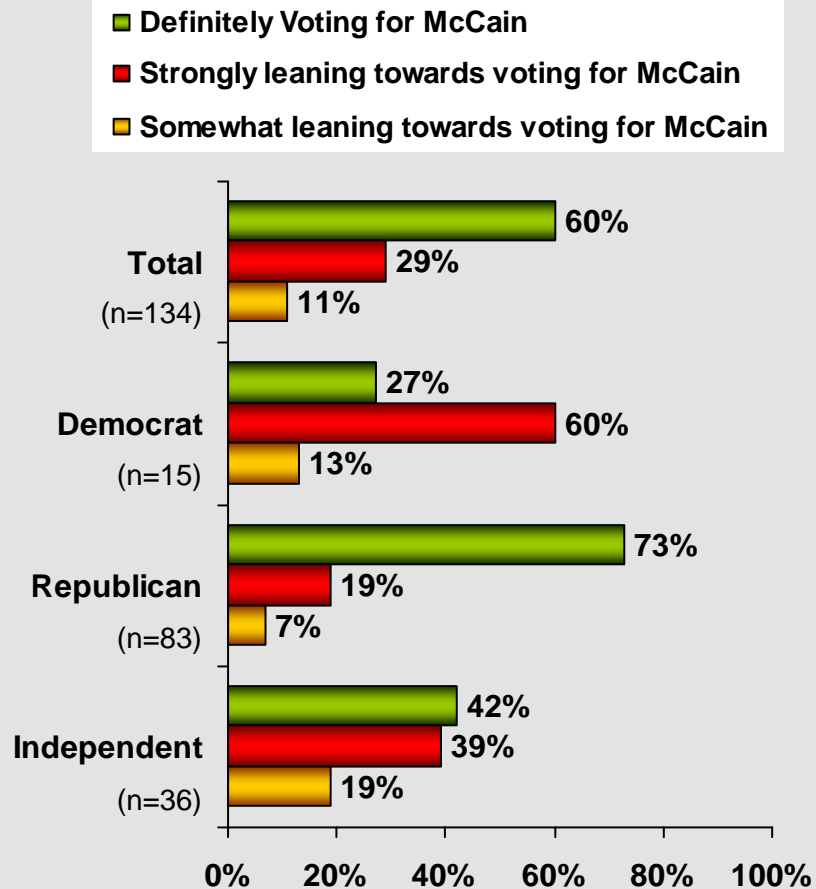
Percentages may not equal 100 due to rounding

**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



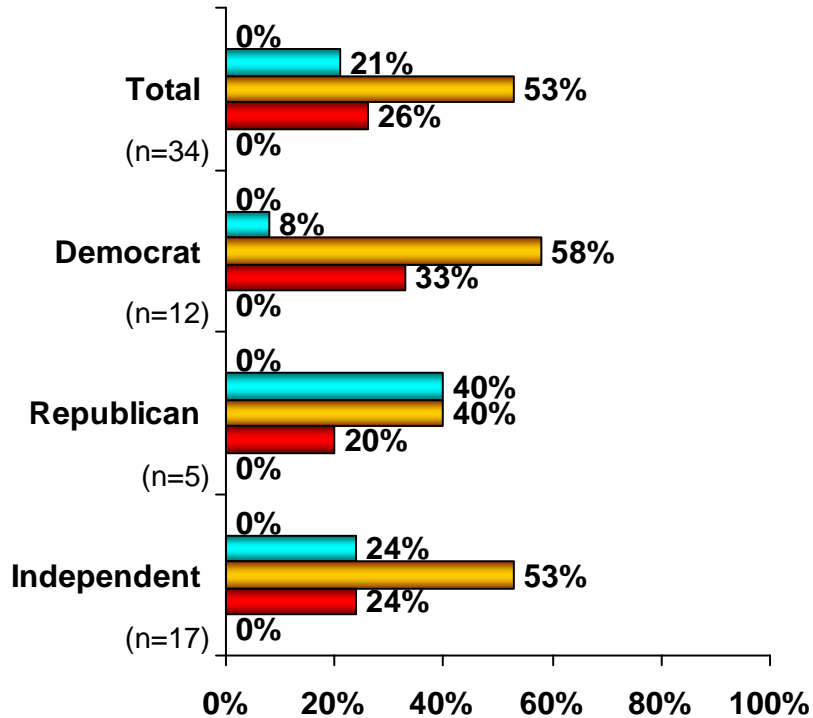
Percentages may not equal 100 due to rounding

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?”

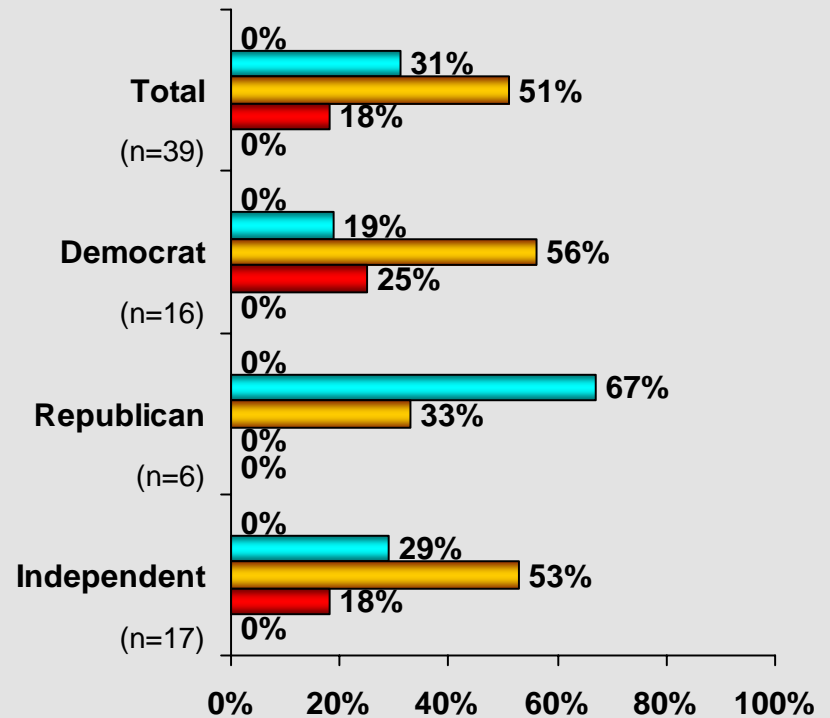
Before Viewing Video

- Strongly leaning toward McCain
- Somewhat leaning toward McCain
- Not Sure
- Somewhat leaning toward Obama
- Strongly leaning toward Obama



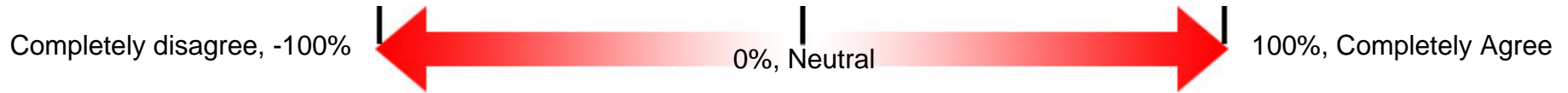
After Viewing Video

- Strongly leaning toward McCain
- Somewhat leaning toward McCain
- Not Sure
- Somewhat leaning toward Obama
- Strongly leaning toward Obama



Percentages may not equal 100 due to rounding

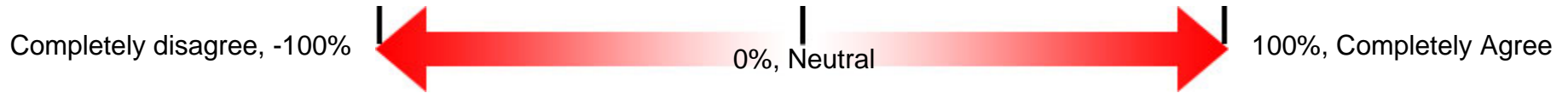
“Please specify how much you agree/disagree with the following statements about Barack Obama.”



Mean Responses on a Scale of: -100% (Completely Disagree) to +100% (Completely Agree) Scale	Before Viewing Ad				After Viewing Ad			
	Total (n=304)	Registered Democrat (n=102)	Registered Republican (n=100)	Registered Independent (n=102)	Total (n=304)	Registered Democrat (n=102)	Registered Republican (n=100)	Registered Independent (n=102)
He is hard working.	31%	61%	-1%	34%	26%	58%	-12%	32%
He is honest.	8%	47%	-33%	10%	6%	49%	-41%	10%
He is concerned about people like me.	4%	49%	-43%	6%	1%	49%	-49%	3%
He is fighting for a change.	27%	63%	-11%	26%	23%	62%	-20%	26%
He will represent my values.	-1%	44%	-49%	2%	-1%	46%	-51%	2%
He is not tied to special interests.	-6%	29%	-46%	0%	-3%	32%	-43%	0%
He is accountable.	7%	45%	-37%	11%	6%	48%	-40%	11%
He is firm and consistent in his views.	0%	38%	-45%	6%	0%	40%	-42%	3%

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			
	Total (n=304)	Registered Democrat (n=102)	Registered Republican (n=100)	Registered Independent (n=102)	Total (n=304)	Registered Democrat (n=102)	Registered Republican (n=100)	Registered Independent (n=102)
He is hard working.	37%	17%	63%	32%	32%	12%	60%	25%
He is honest.	19%	-8%	52%	14%	17%	-10%	50%	11%
He is concerned about people like me.	4%	-26%	47%	-7%	7%	-26%	53%	-4%
He is fighting for a change.	3%	-26%	39%	-3%	4%	-25%	43%	-6%
He will represent my values.	6%	-27%	51%	-4%	5%	-32%	51%	-3%
He is not tied to special interests.	-11%	-32%	20%	-21%	-9%	-32%	23%	-19%
He is accountable.	21%	-3%	51%	16%	19%	-6%	51%	12%
He is firm and consistent in his views.	18%	-4%	48%	10%	16%	-8%	50%	5%

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=304)	Registered Democrat (n=102)	Registered Republican (n=100)	Registered Independent (n=102)
Anger	28%	20%	33%	31%
Inspiration	12%	5%	22%	8%
Sadness	23%	17%	27%	25%
Skepticism	36%	53%	20%	34%
Confusion	14%	19%	8%	16%
Disturbing	35%	29%	44%	30%
Embarrassment	7%	5%	5%	10%
Pride	7%	1%	16%	5%
Happiness	6%	5%	9%	4%

Percentages may not equal 100 due to rounding

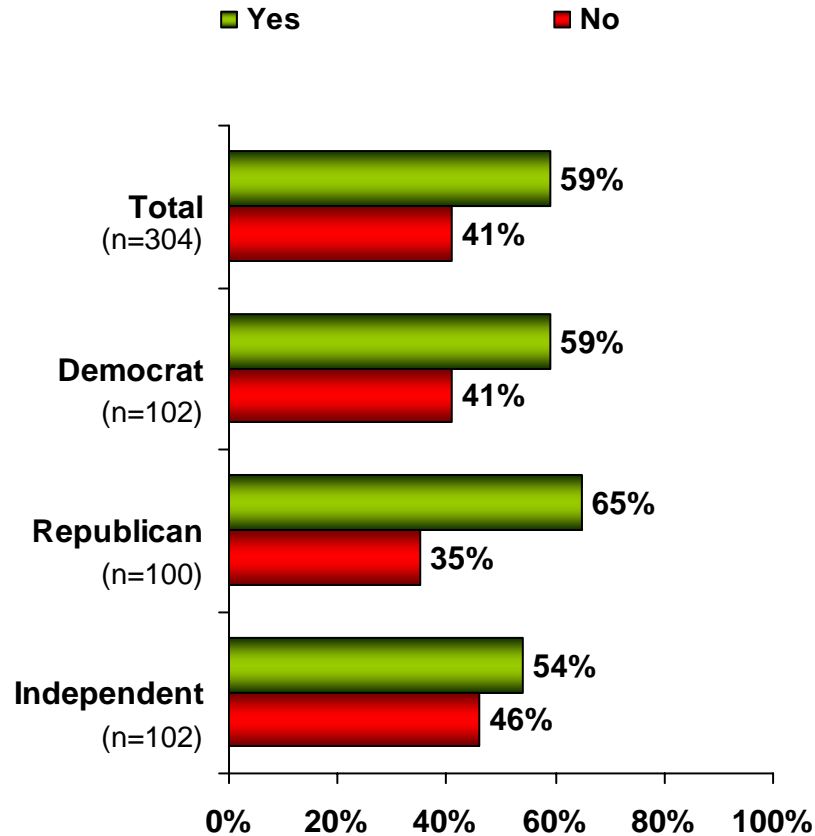
**“Which of the following emotions did you feel the most while viewing the video?
Please select one emotion you felt most.”**

After Viewing Video

	Total (n=304)	Registered Democrat (n=102)	Registered Republican (n=100)	Registered Independent (n=102)
Anger	21%	16%	23%	25%
Inspiration	9%	5%	17%	6%
Sadness	11%	6%	16%	10%
Skepticism	25%	41%	8%	25%
Confusion	7%	11%	4%	7%
Disturbing	18%	17%	21%	18%
Embarrassment	3%	0%	3%	5%
Pride	3%	0%	7%	2%
Happiness	3%	5%	1%	3%

Percentages may not equal 100 due to rounding

“Prior to viewing this commercial, were you aware of the messages about John McCain described in this commercial?”



Percentages may not equal 100 due to rounding