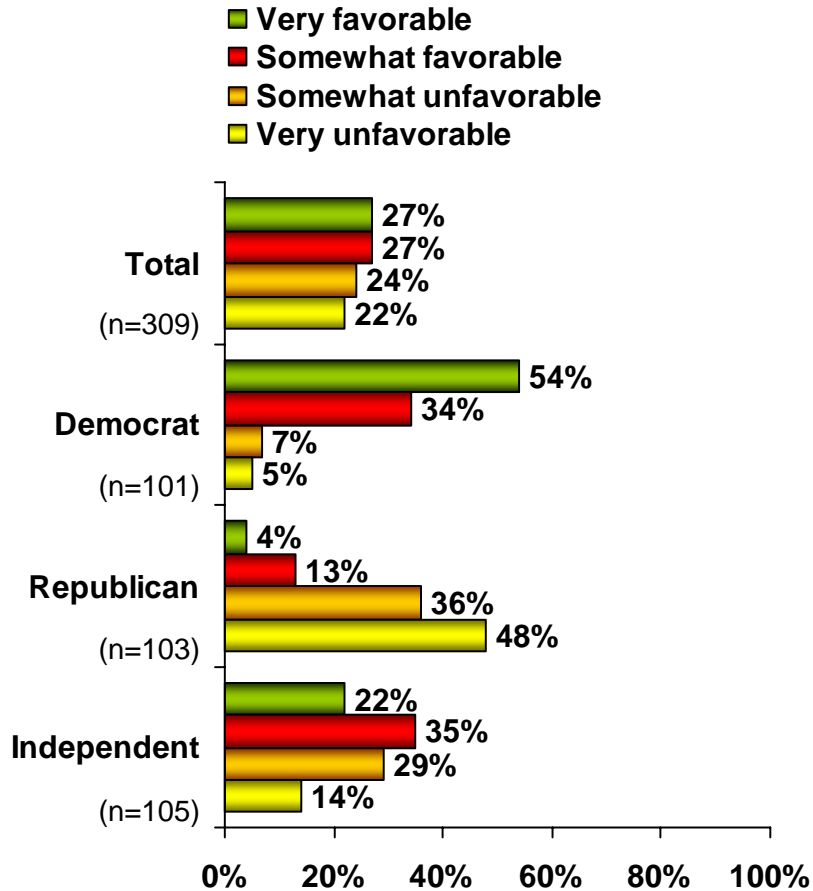
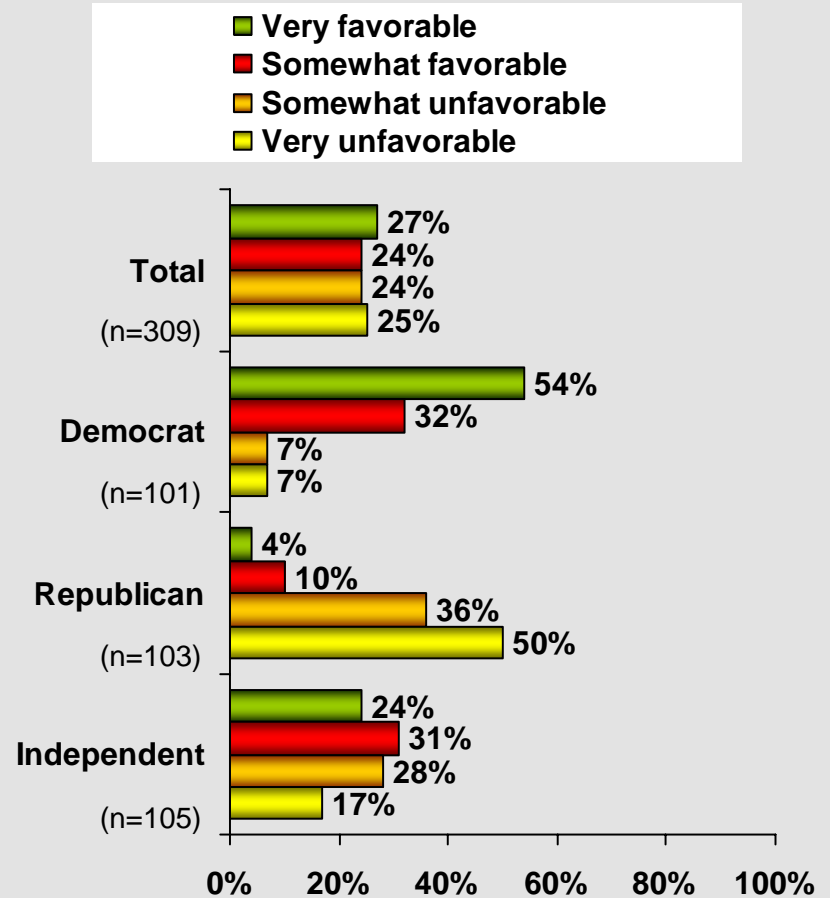


# “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

## Before Viewing Video



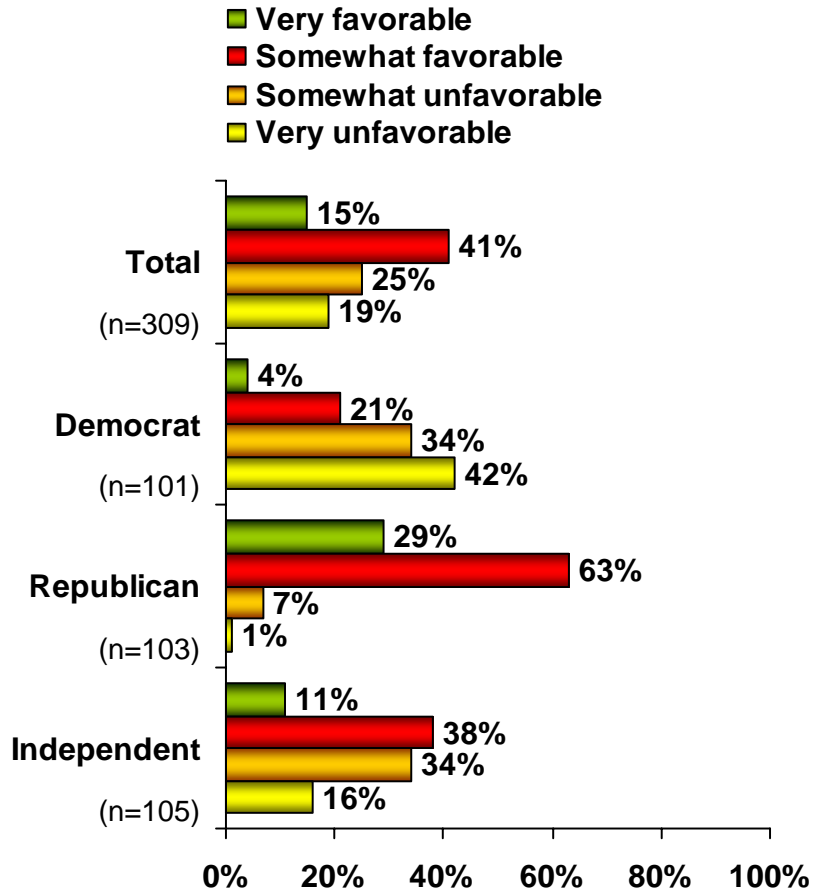
## After Viewing Video



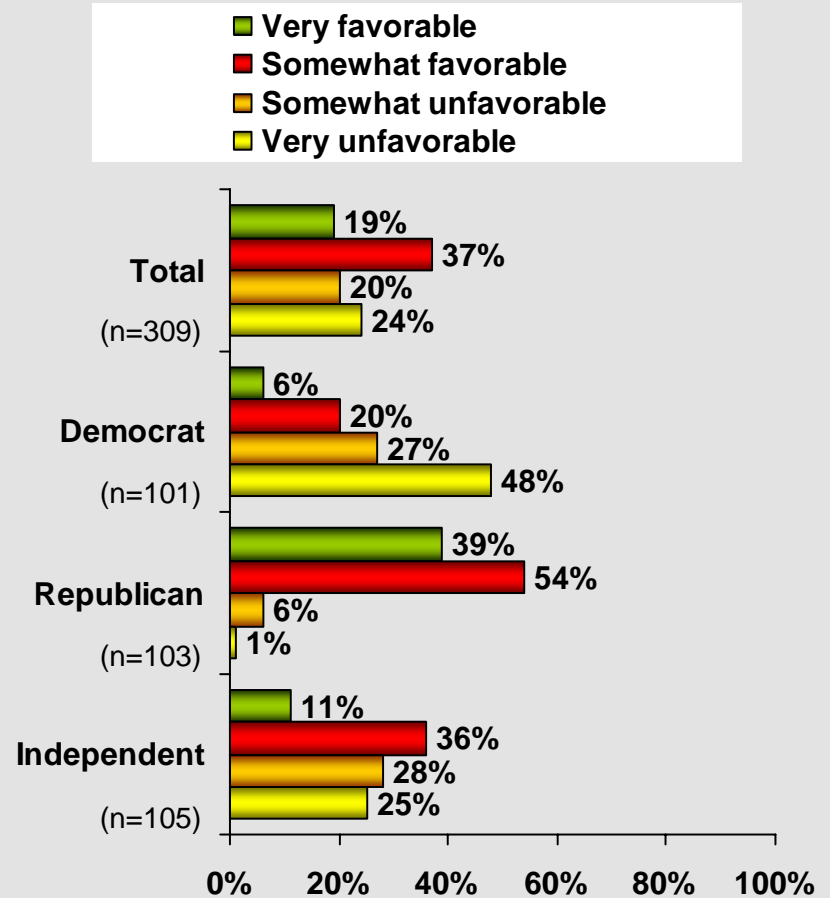
Percentages may not equal 100 due to rounding

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

## Before Viewing Video



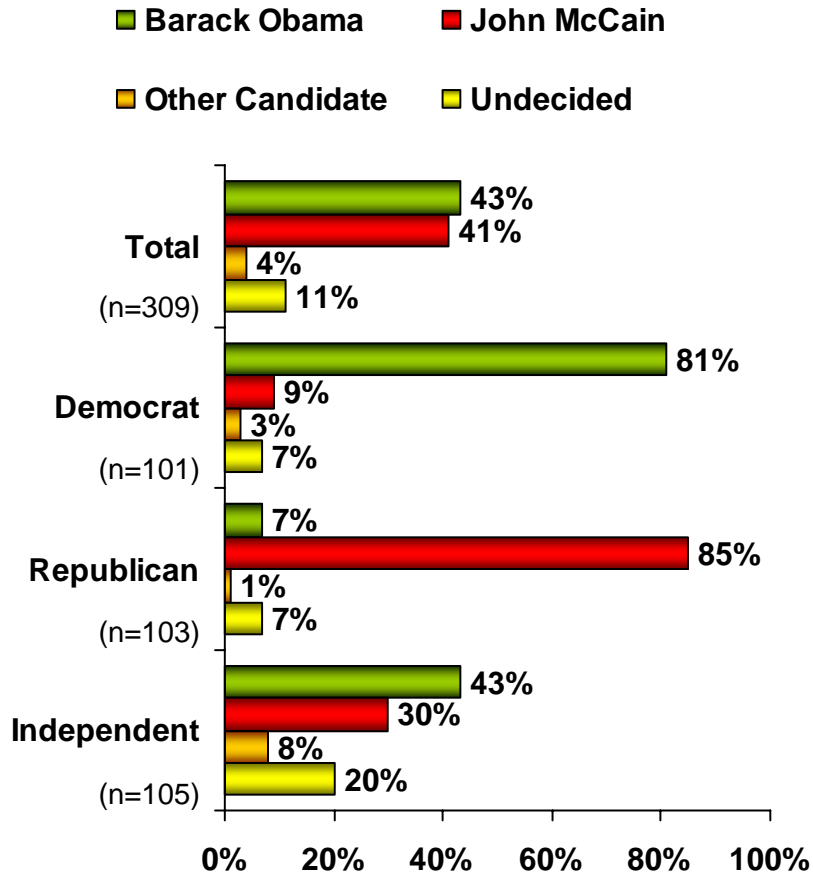
## After Viewing Video



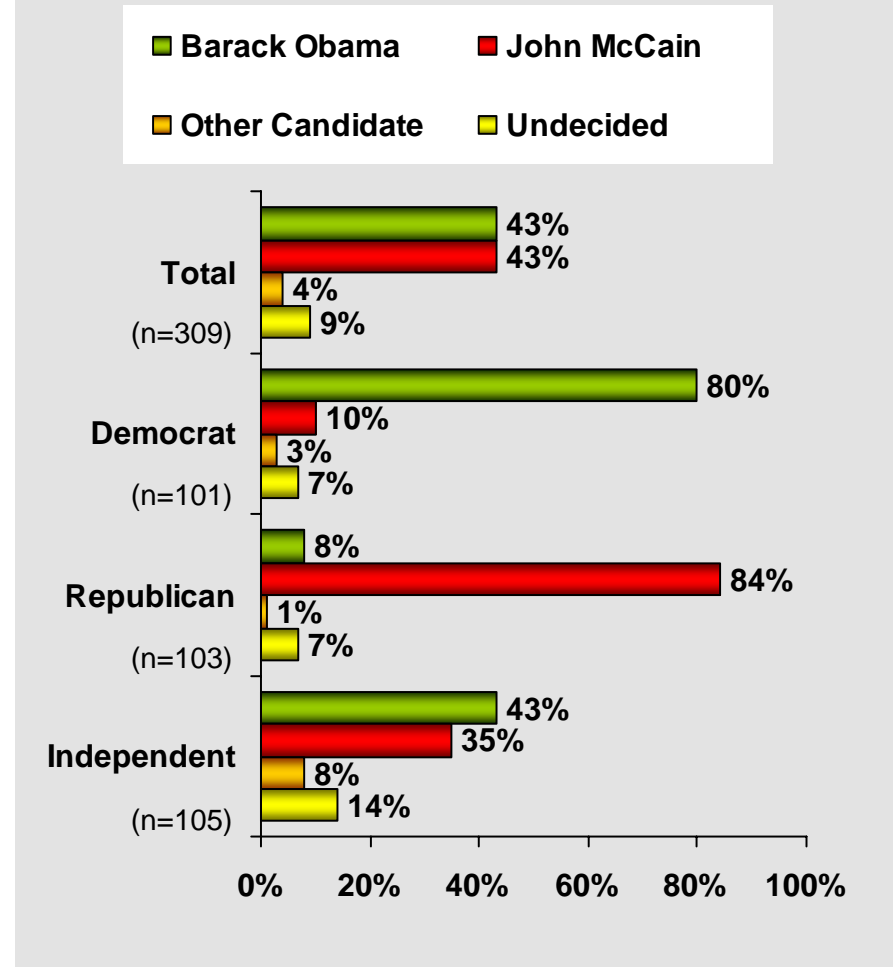
Percentages may not equal 100 due to rounding

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

## Before Viewing Video



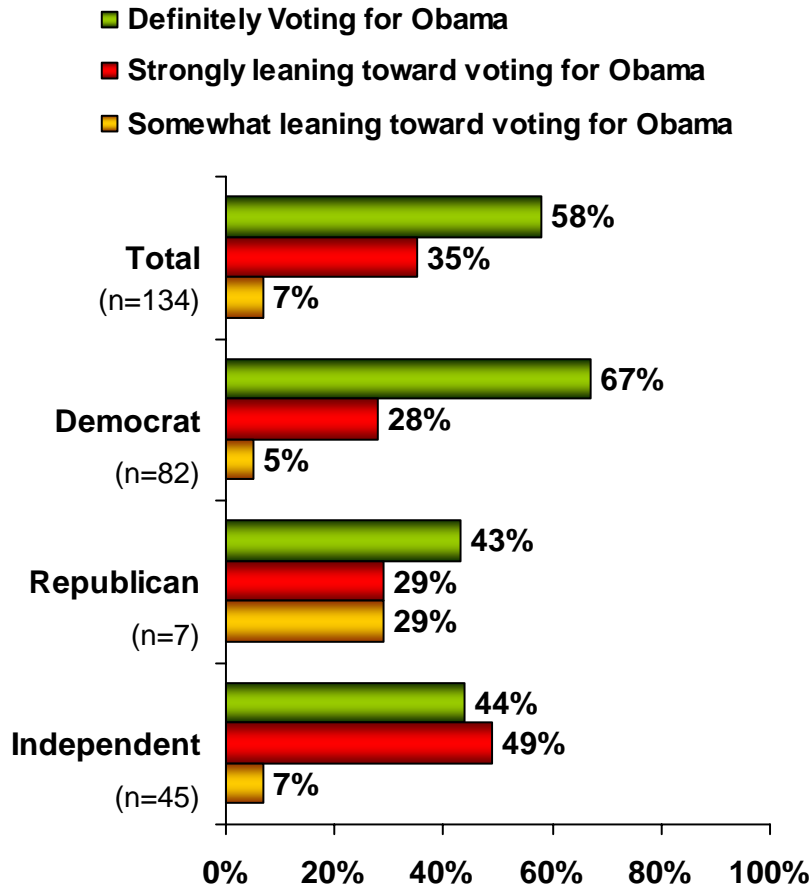
## After Viewing Video



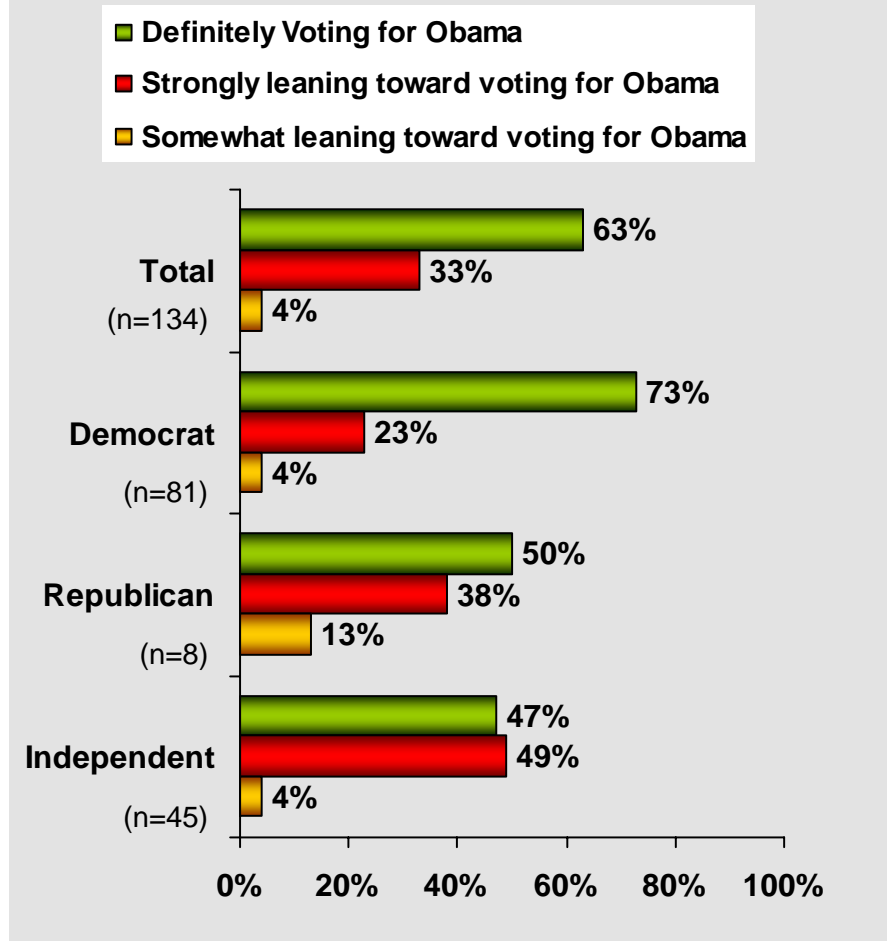
Percentages may not equal 100 due to rounding

**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



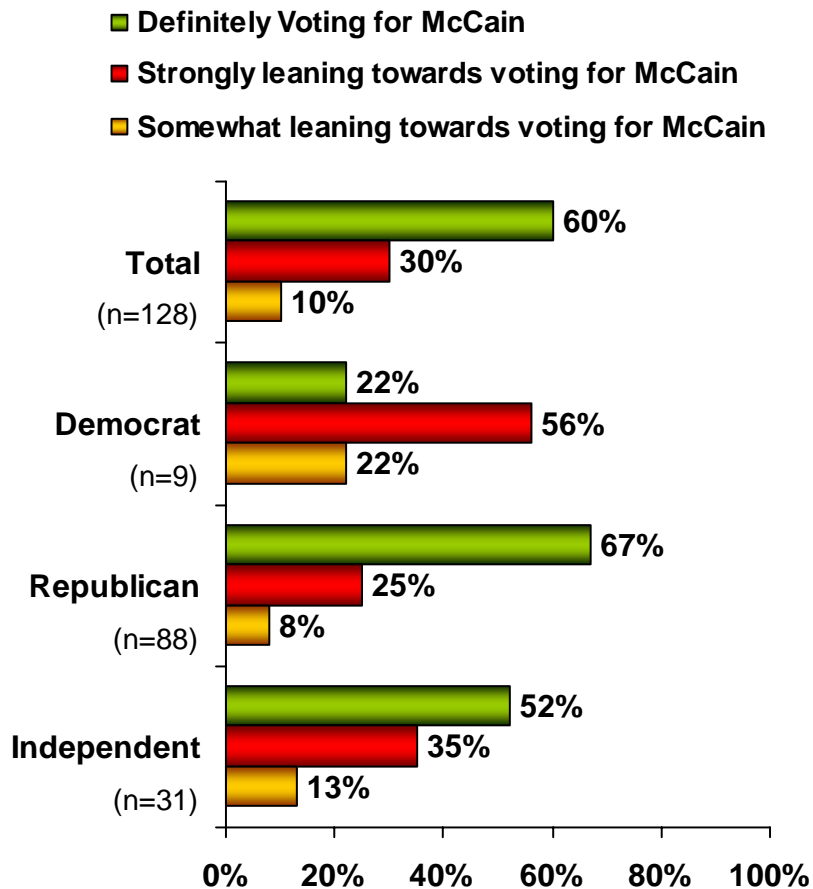
**After** Viewing Video



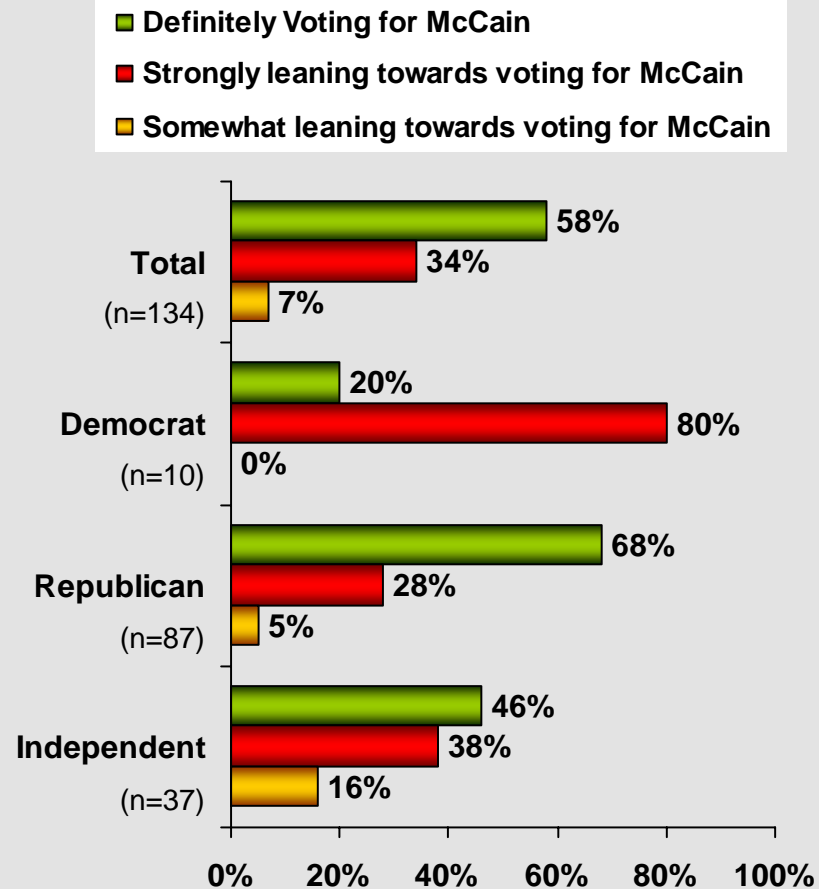
Percentages may not equal 100 due to rounding

**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

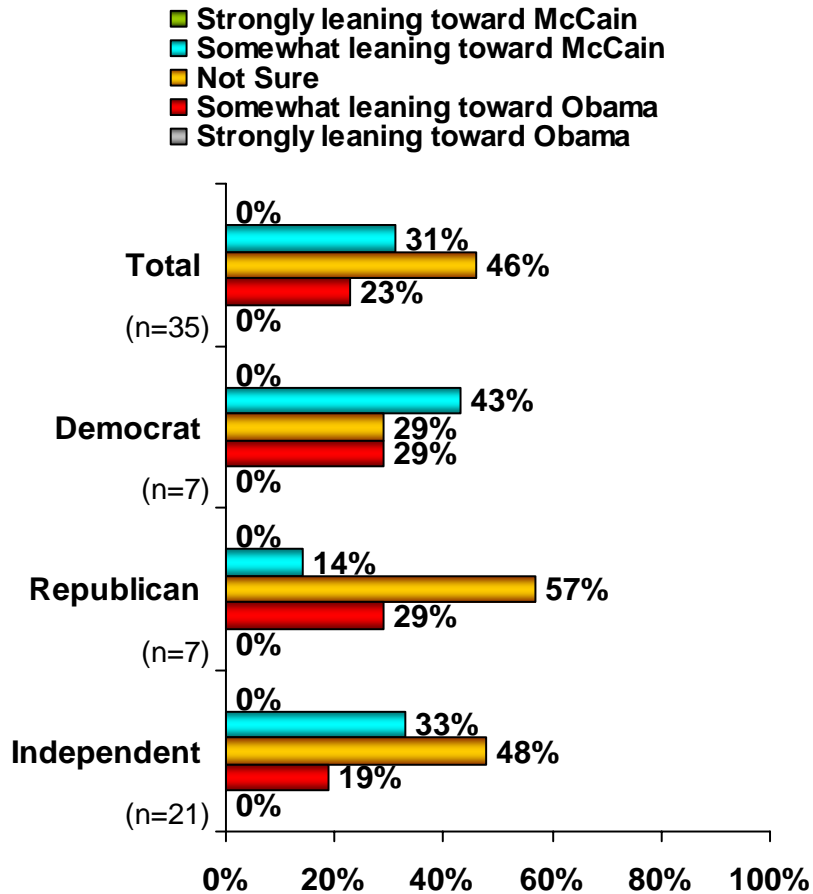


Percentages may not equal 100 due to rounding

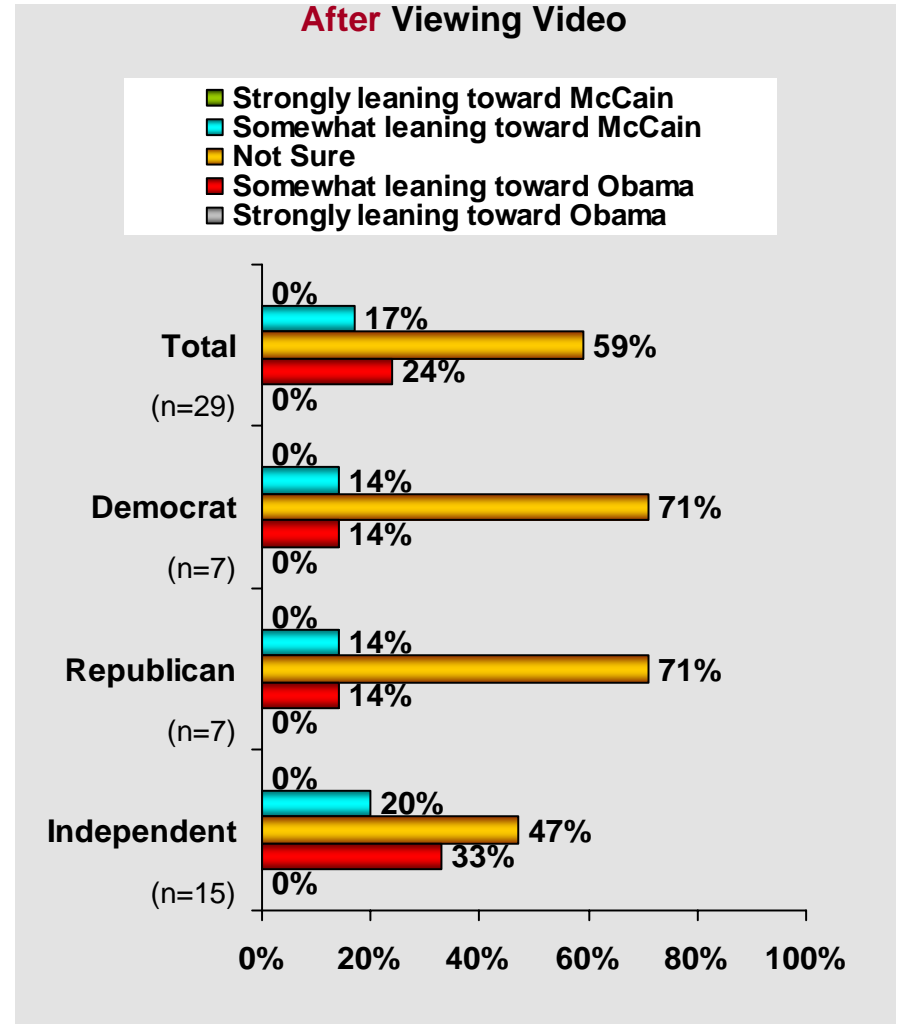
**If respondent indicated they are undecided:**

**“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**

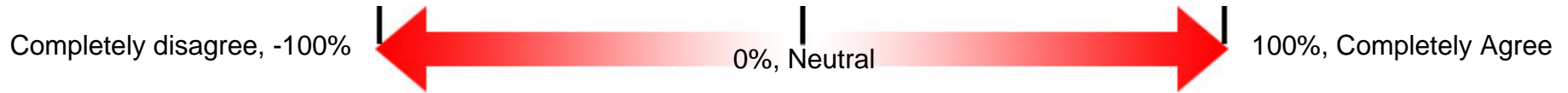


**After Viewing Video**



Percentages may not equal 100 due to rounding

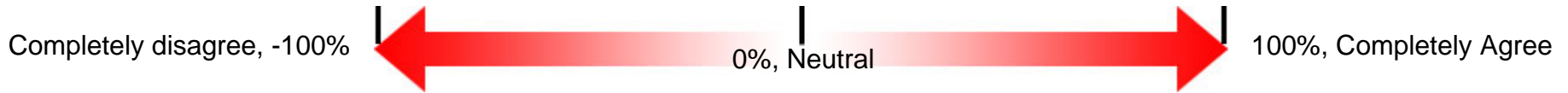
**“Please specify how much you agree/disagree with the following statements about Barack Obama.”**



Mean Responses on a Scale of: -100% (Completely Disagree) to +100% (Completely Agree) Scale	Before Viewing Ad				After Viewing Ad			
	Total (n=309)	Registered Democrat (n=101)	Registered Republican (n=103)	Registered Independent (n=105)	Total (n=309)	Registered Democrat (n=101)	Registered Republican (n=103)	Registered Independent (n=105)
He is hard working.	30%	55%	0%	36%	27%	52%	-6%	35%
He is honest.	9%	44%	-31%	14%	7%	42%	-33%	12%
He is concerned about people like me.	4%	44%	-40%	7%	2%	45%	-45%	8%
He is fighting for a change.	25%	54%	-8%	29%	23%	54%	-13%	28%
He will represent my values.	0%	42%	-49%	7%	-1%	45%	-50%	4%
He is not tied to special interests.	-7%	26%	-41%	-5%	-6%	28%	-43%	-3%
He is accountable.	7%	43%	-30%	9%	7%	44%	-32%	10%
He is firm and consistent in his views.	4%	43%	-35%	4%	3%	40%	-37%	5%

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=309)	Registered Democrat (n=101)	Registered Republican (n=103)	Registered Independent (n=105)	Total (n=309)	Registered Democrat (n=101)	Registered Republican (n=103)	Registered Independent (n=105)
He is hard working.	27%	-2%	56%	27%	29%	-1%	59%	27%
He is honest.	12%	-22%	47%	11%	10%	-24%	50%	3%
He is concerned about people like me.	-1%	-38%	37%	-3%	0%	-40%	44%	-5%
He is fighting for a change.	-4%	-36%	30%	-6%	0%	-37%	41%	-5%
He will represent my values.	-1%	-43%	43%	-4%	1%	-44%	49%	-5%
He is not tied to special interests.	-17%	-40%	10%	-23%	-14%	-40%	17%	-20%
He is accountable.	13%	-19%	44%	13%	11%	-24%	48%	9%
He is firm and consistent in his views.	12%	-16%	41%	10%	11%	-22%	49%	6%

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 (n=309)</b>	<b>Registered Democrat (n=101)</b>	<b>Registered Republican (n=103)</b>	<b>Registered Independent (n=105)</b>
Anger	17%	28%	5%	18%
Inspiration	21%	7%	37%	20%
Sadness	11%	11%	5%	17%
Skepticism	34%	44%	30%	30%
Confusion	19%	23%	20%	15%
Disturbing	26%	32%	17%	29%
Embarrassment	9%	9%	1%	16%
Pride	14%	7%	23%	12%
Happiness	13%	5%	24%	10%

*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.”**

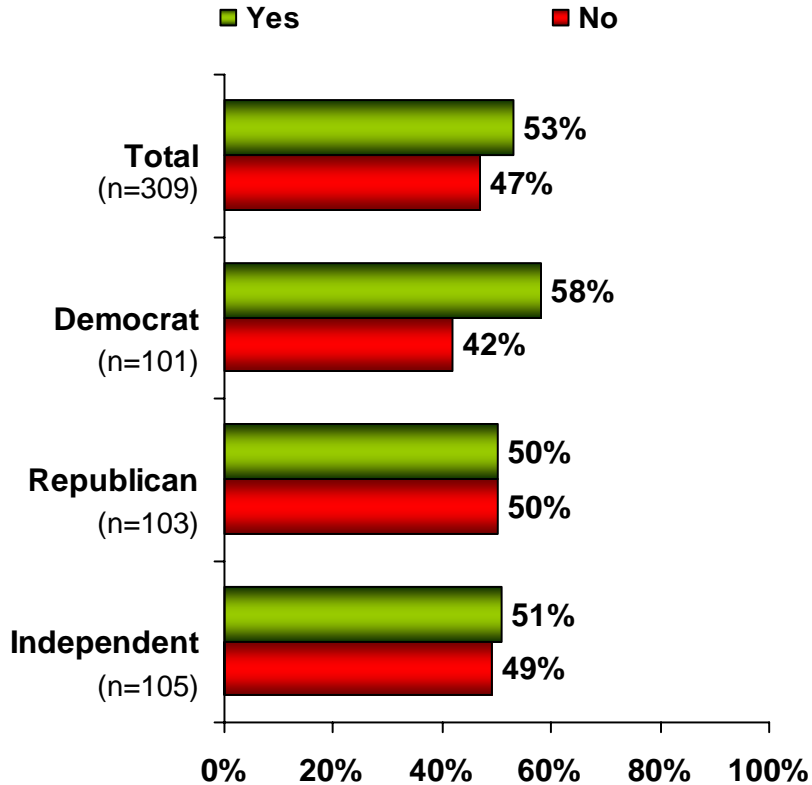
**After Viewing Video**

	<b>Total (n=309)</b>	<b>Registered Democrat (n=101)</b>	<b>Registered Republican (n=103)</b>	<b>Registered Independent (n=105)</b>
Anger	11%	20%	2%	11%
Inspiration	16%	5%	25%	17%
Sadness	5%	5%	1%	8%
Skepticism	21%	25%	21%	18%
Confusion	14%	16%	17%	10%
Disturbing	13%	15%	9%	16%
Embarrassment	4%	6%	1%	5%
Pride	8%	5%	14%	7%
Happiness	7%	4%	11%	8%

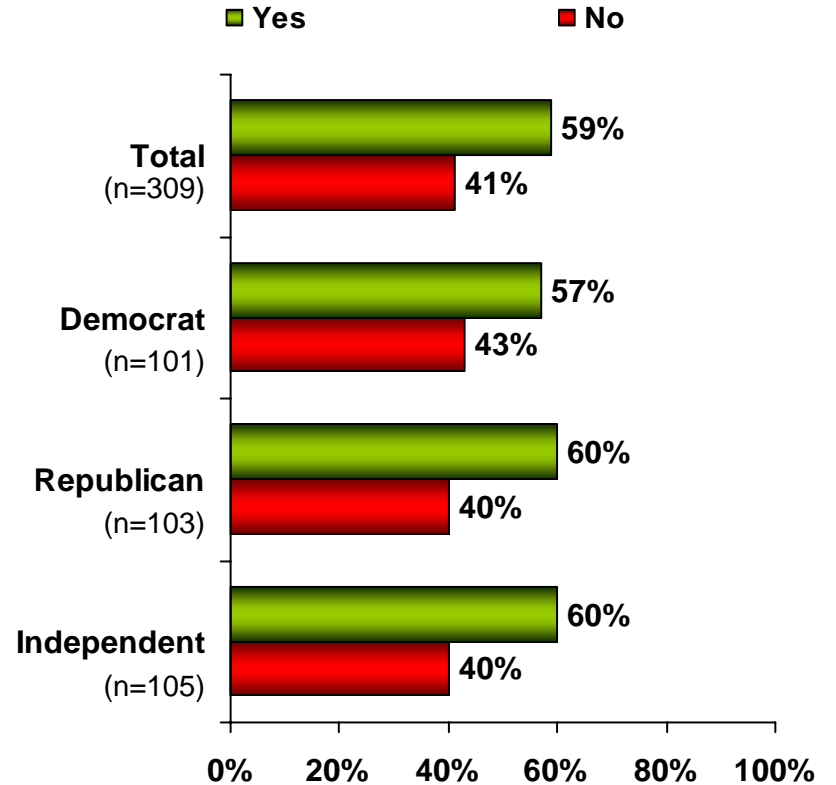
*Percentages may not equal 100 due to rounding*

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

## Messages About Barack Obama



## Messages About John McCain



Percentages may not equal 100 due to rounding