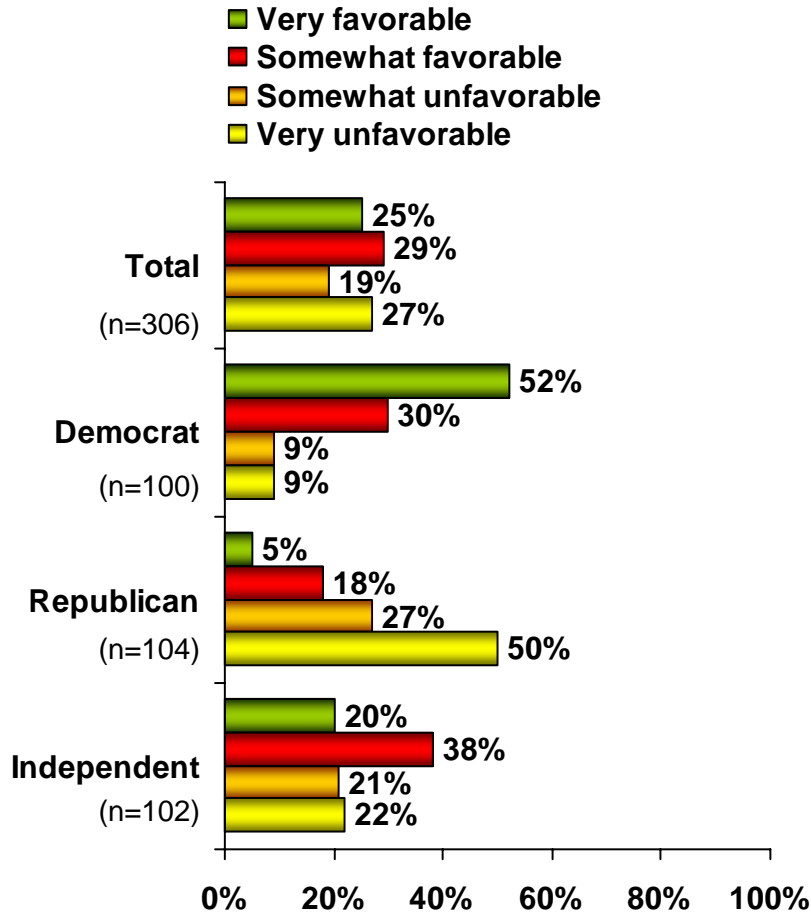
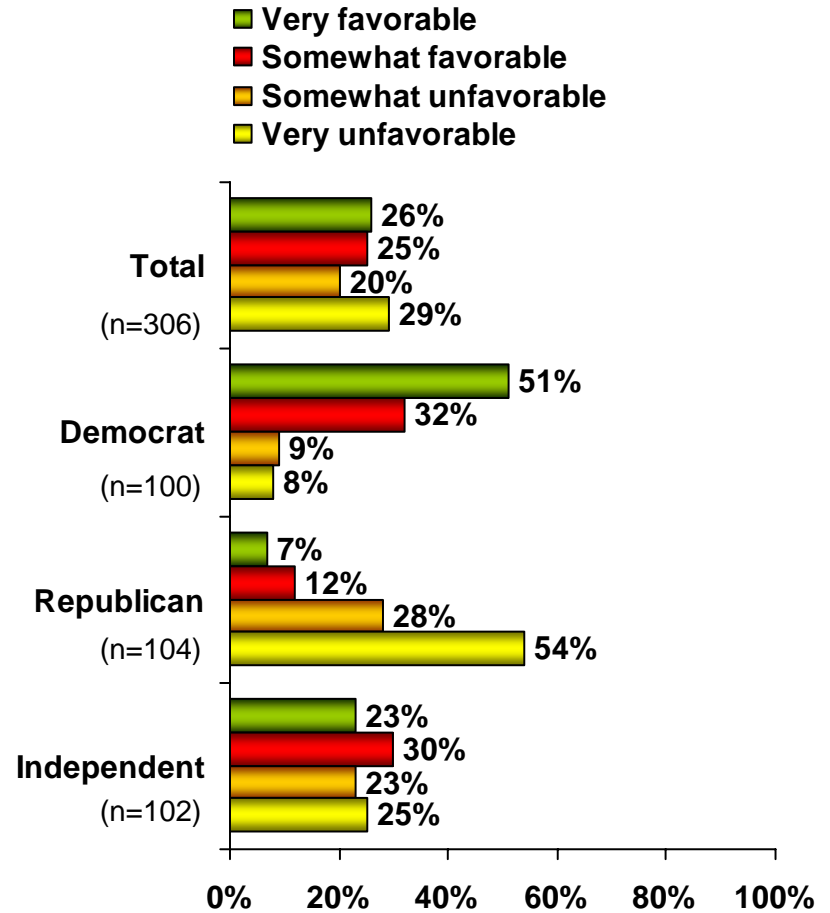


# “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

## Before Viewing Video



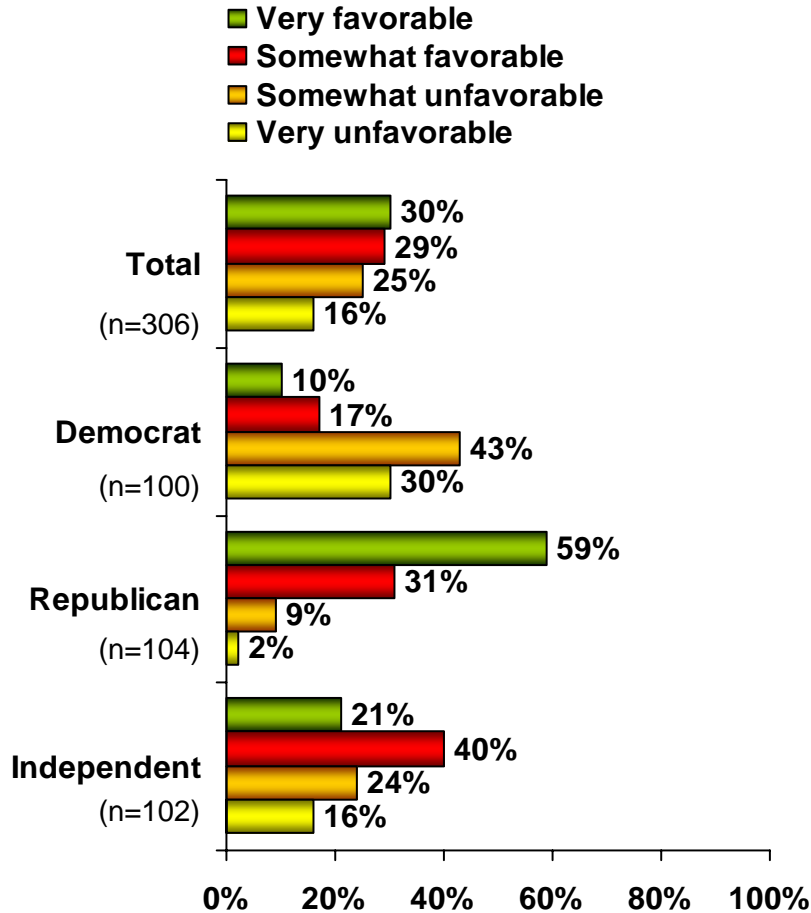
## After Viewing Video



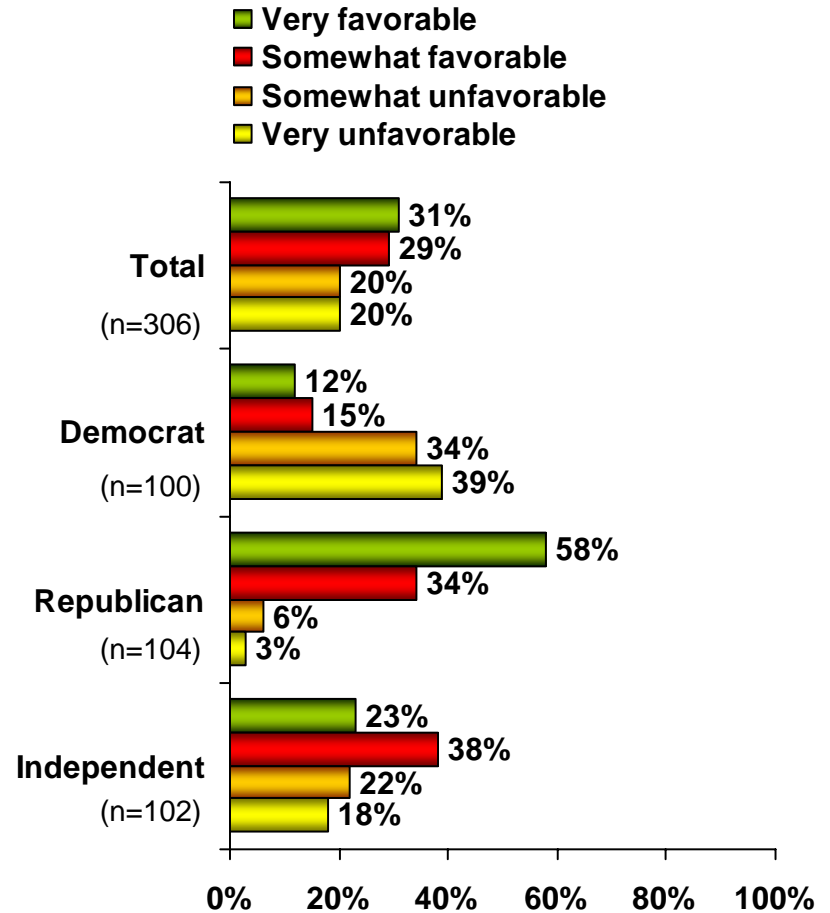
Percentages may not equal 100 due to rounding

# “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

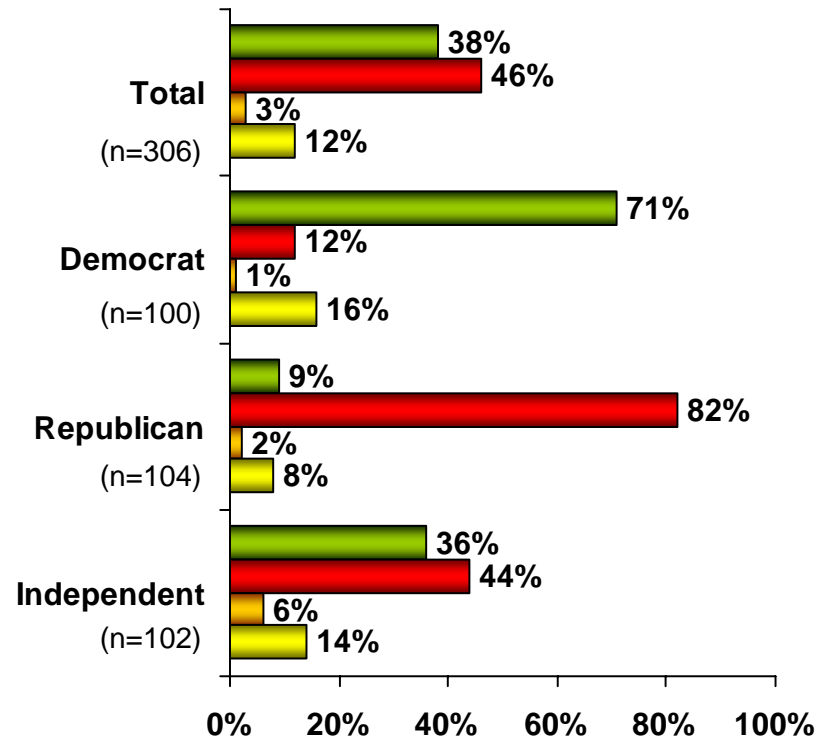
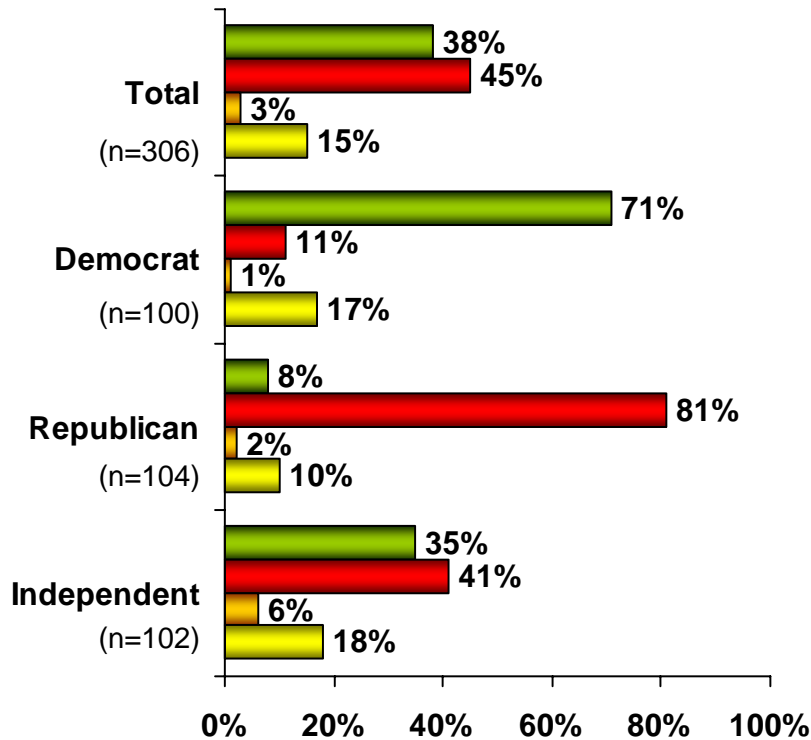
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

**Before** Viewing Video

**After** Viewing Video

■ Barack Obama    ■ John McCain  
 ■ Other Candidate    ■ Undecided

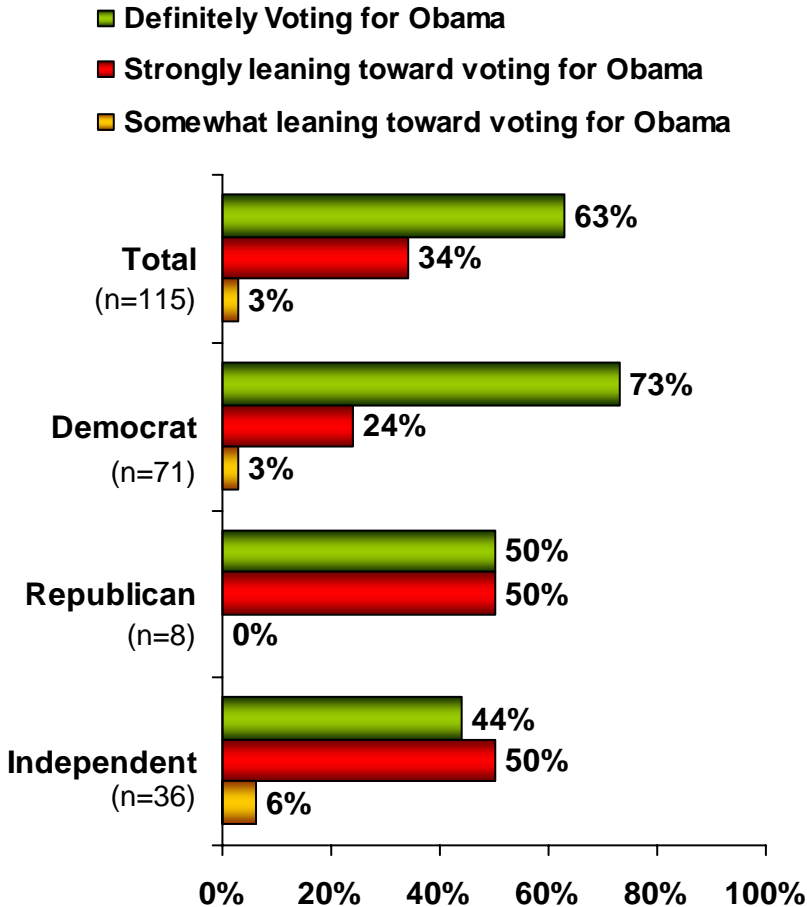
■ Barack Obama    ■ John McCain  
 ■ Other Candidate    ■ Undecided



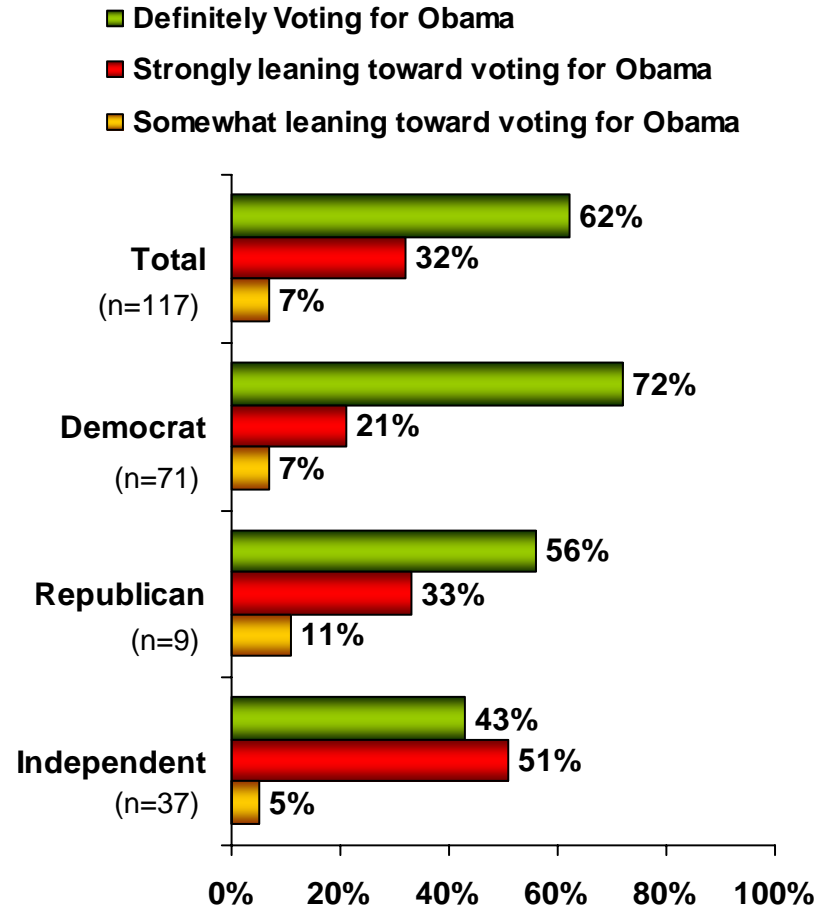
Percentages may not equal 100 due to rounding

**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



Percentages may not equal 100 due to rounding

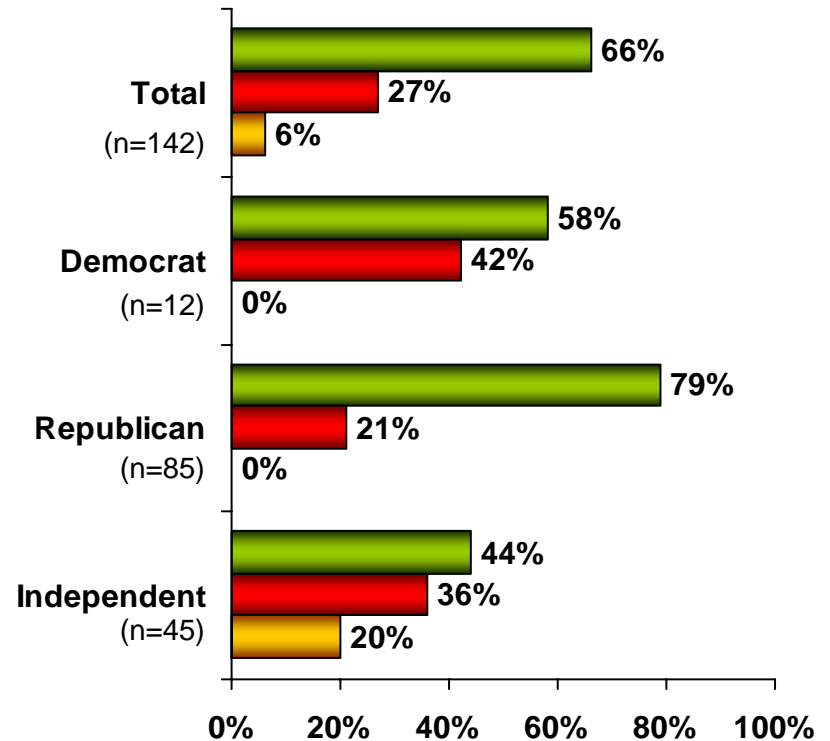
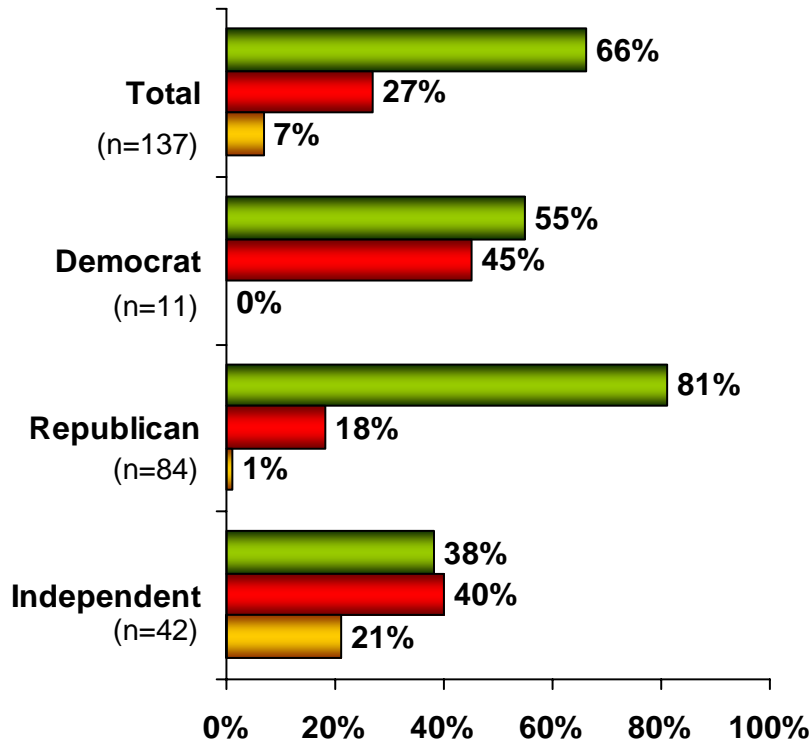
**If respondent indicated they will vote for McCain:  
 “Which of the following best describes your likelihood to vote for John McCain  
 in the 2008 Presidential Election?”**

**Before** Viewing Video

**After** Viewing Video

- 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



Percentages may not equal 100 due to rounding

**If respondent indicated they are undecided:**

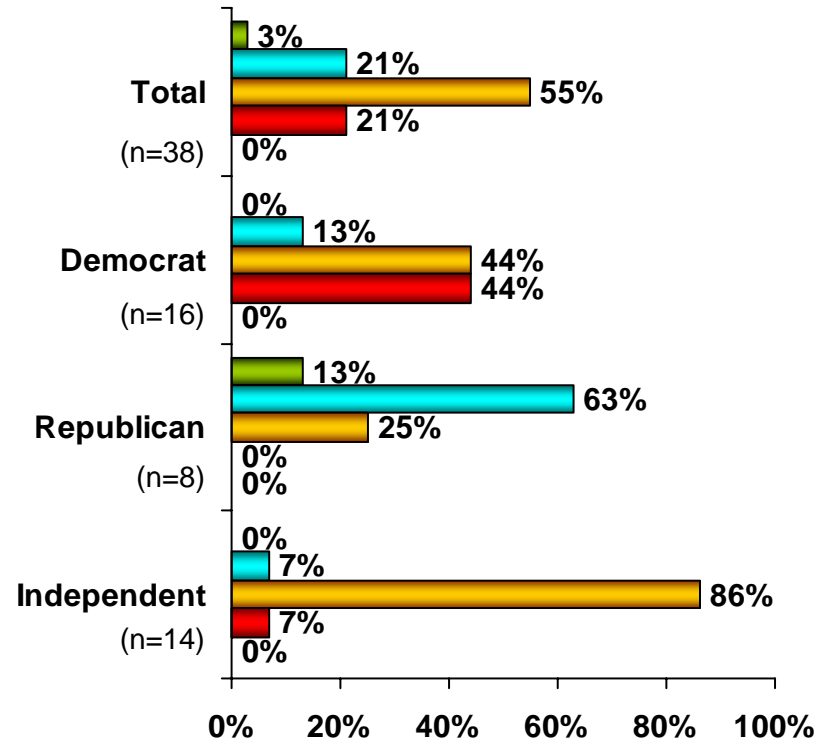
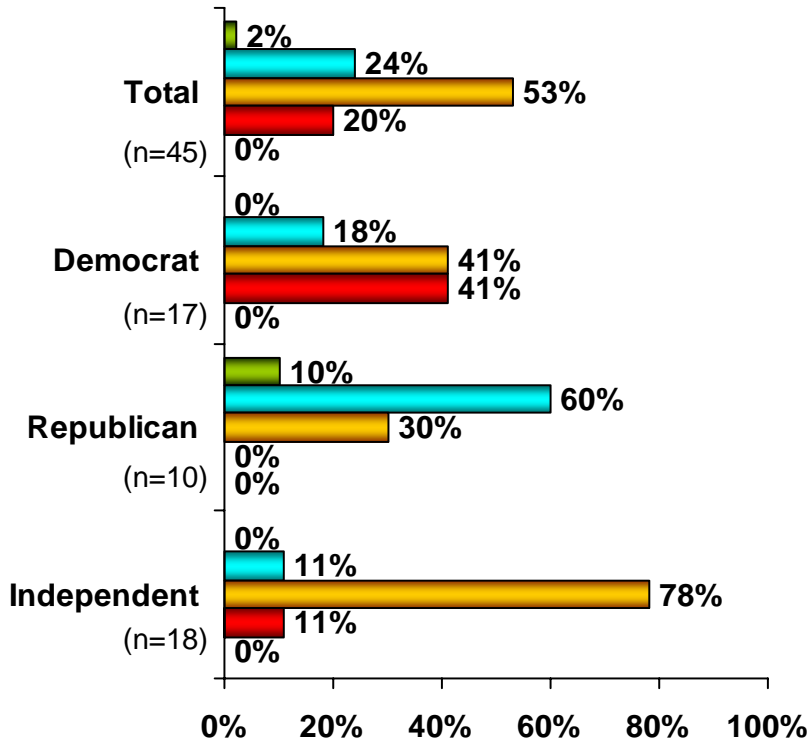
**“We understand that you are undecided; which of the following best describes your position between voting for John McCain and Barack Obama?”**

**Before Viewing Video**

**After Viewing Video**

- 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



Percentages may not equal 100 due to rounding