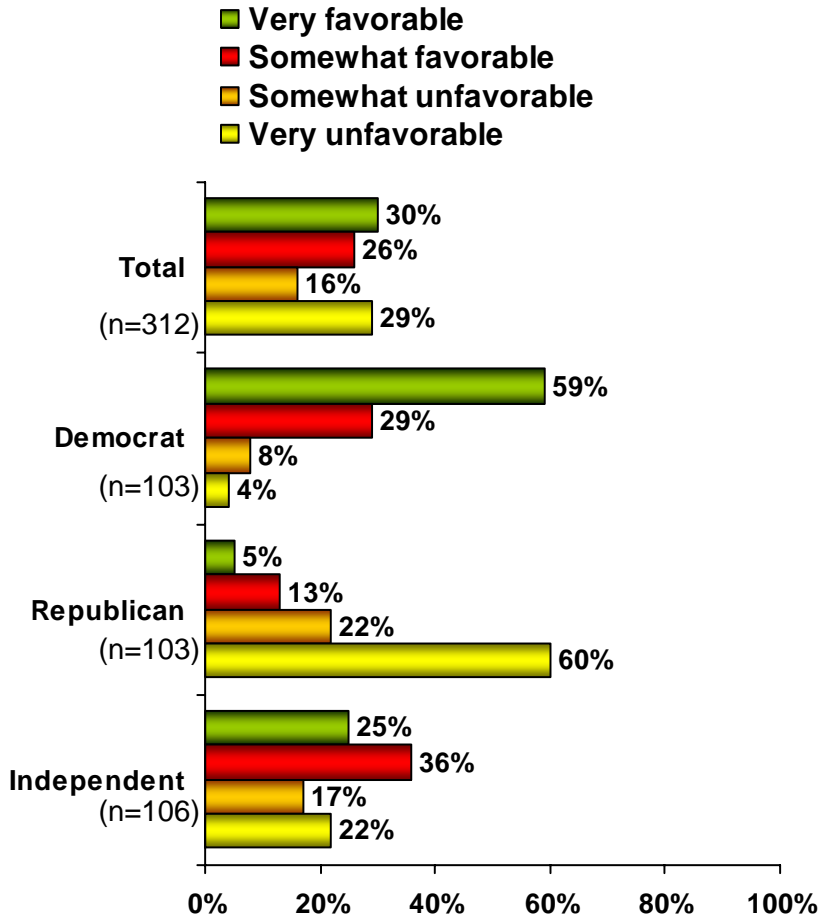
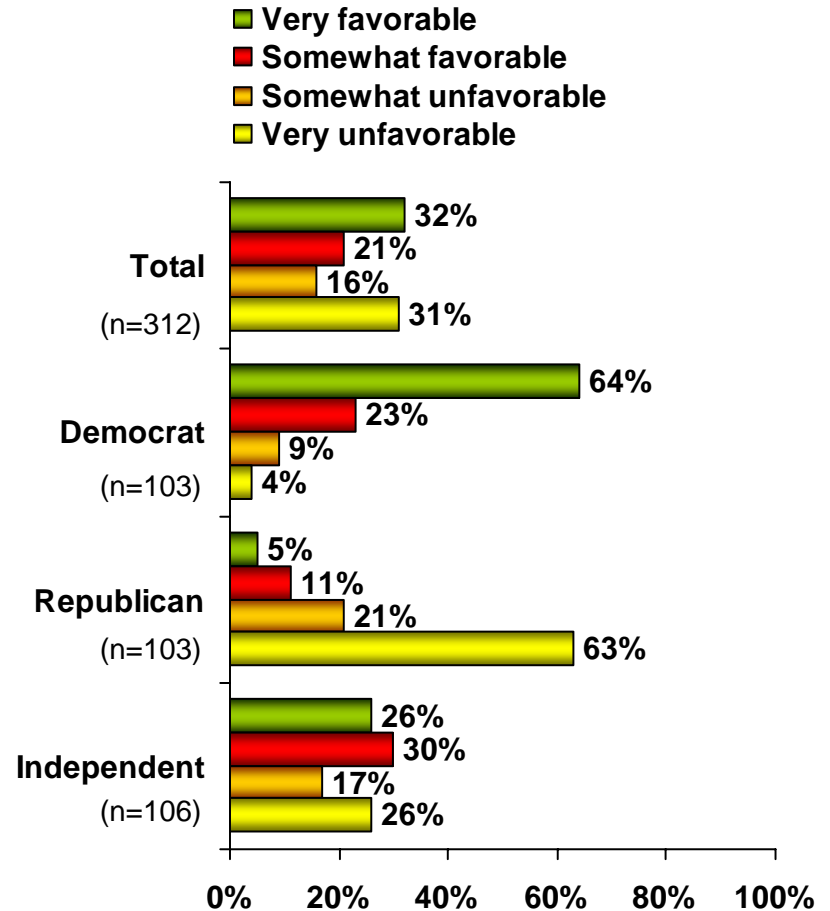


# “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

## Before Viewing Video



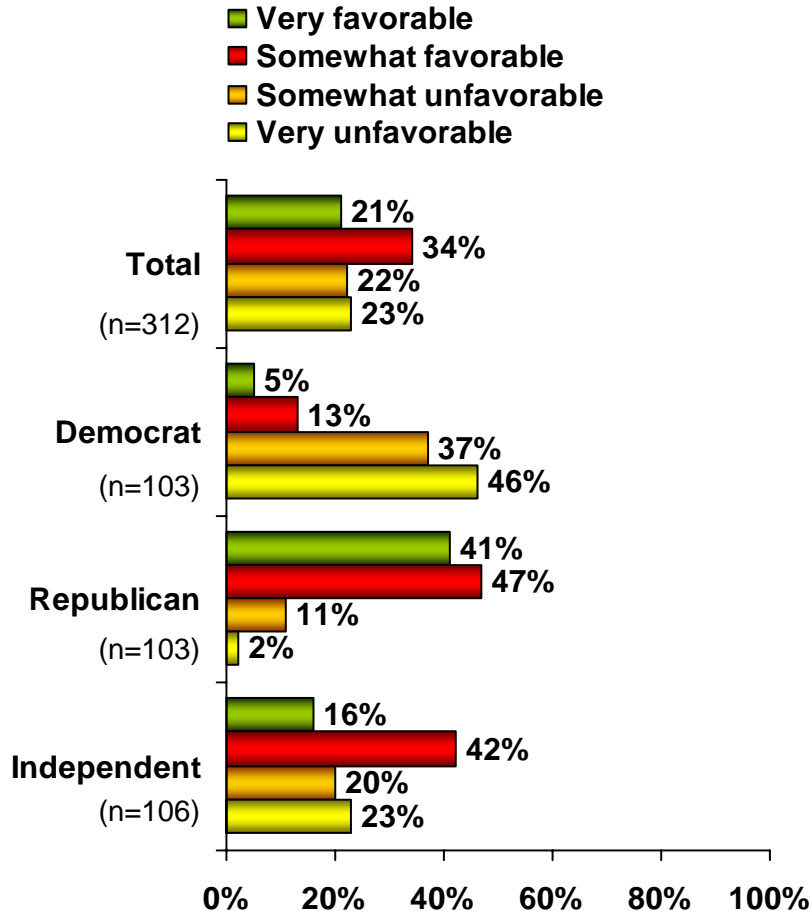
## After Viewing Video



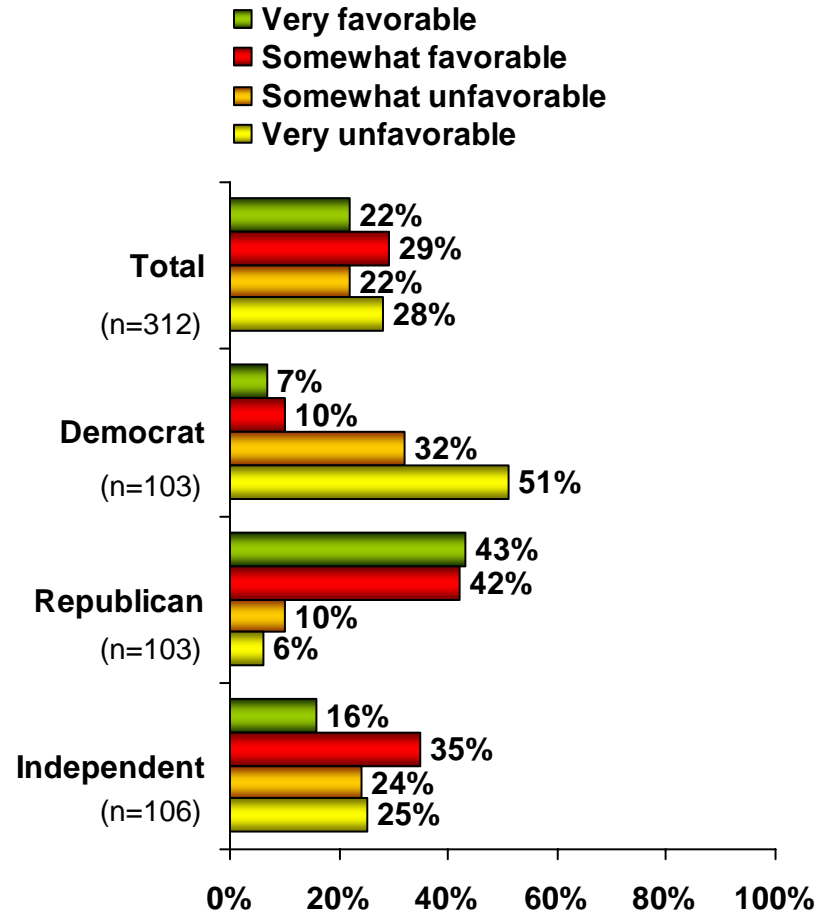
Percentages may not equal 100 due to rounding

# “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

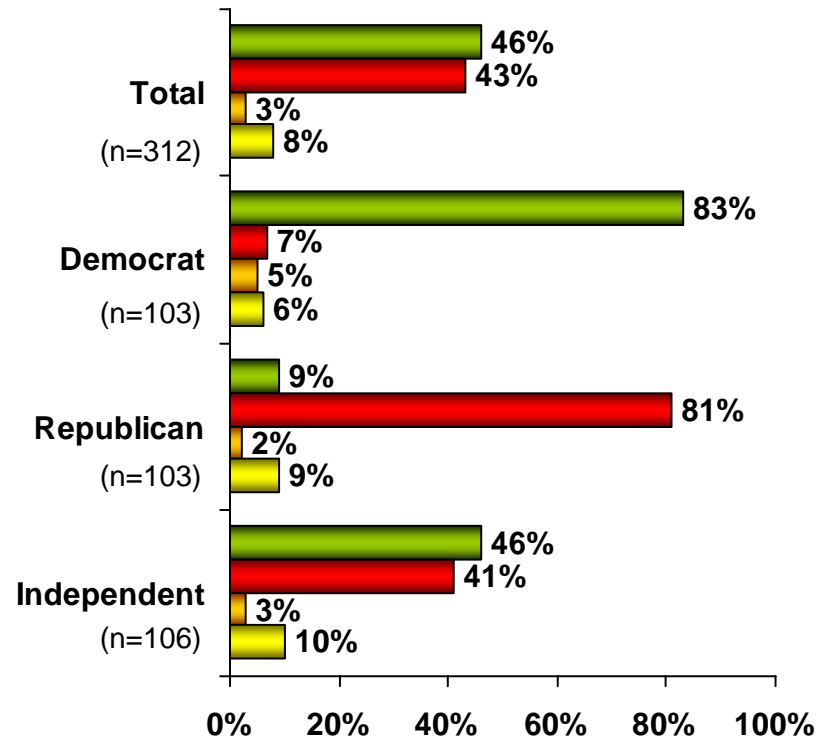
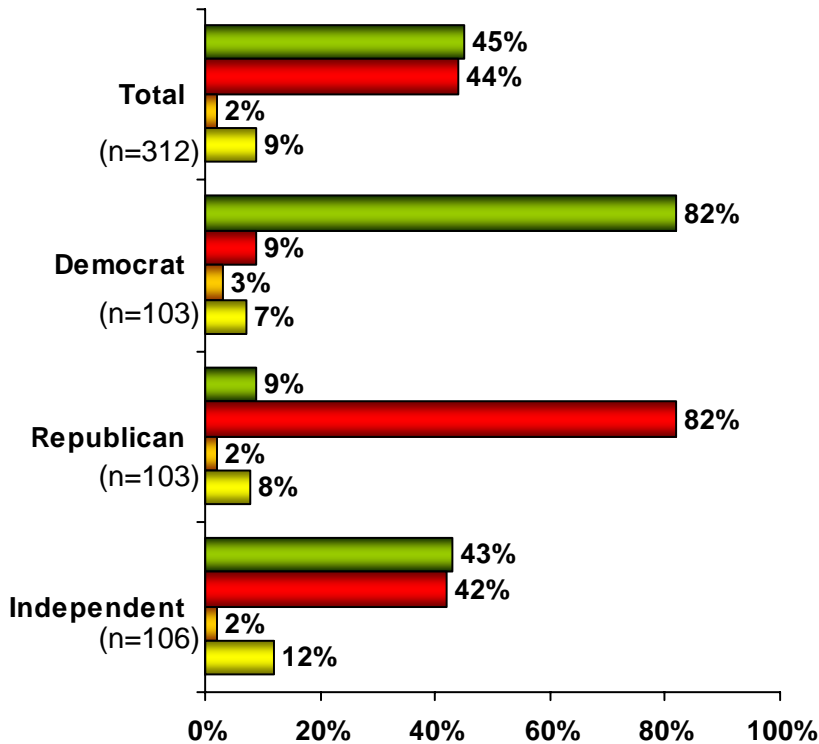
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

## Before Viewing Video

## After Viewing Video

■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided

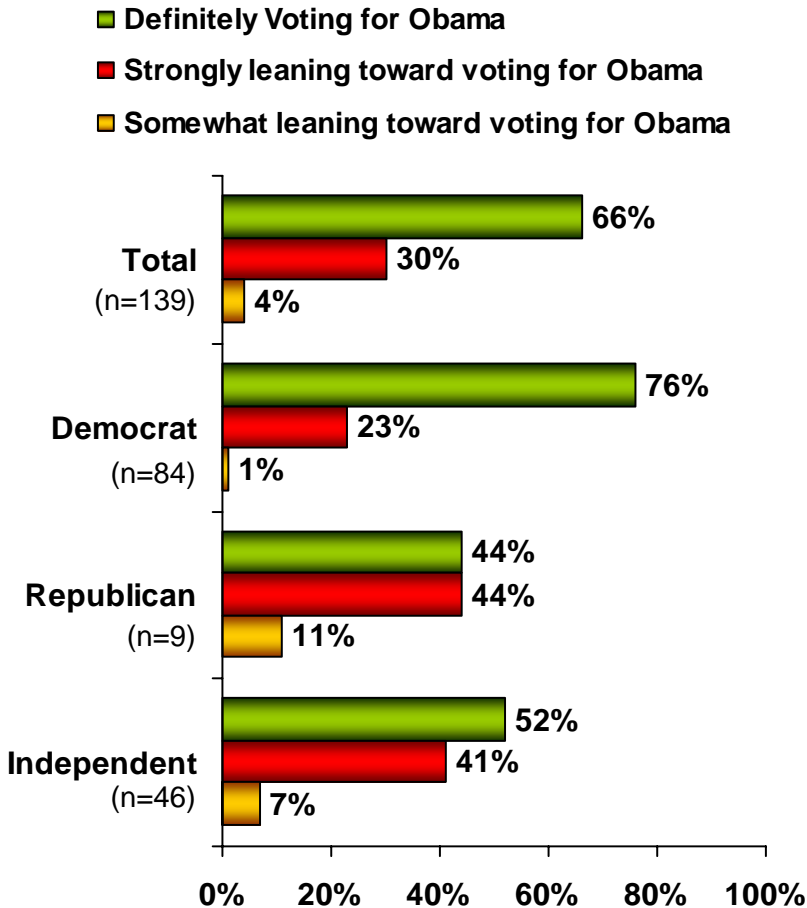
■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided



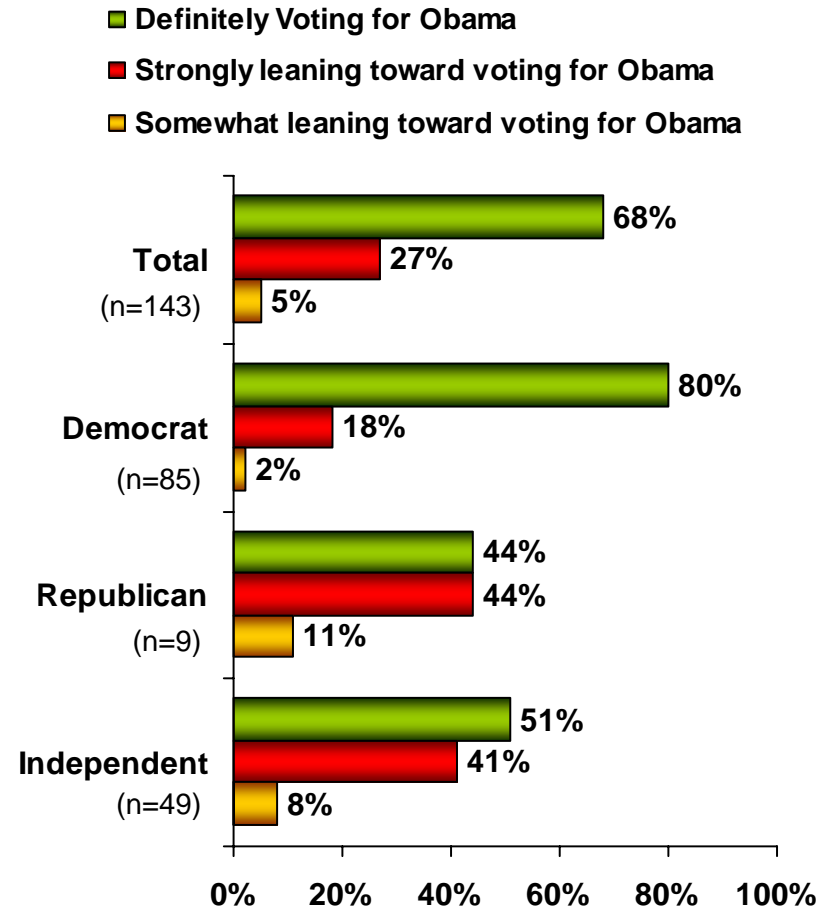
Percentages may not equal 100 due to rounding

**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

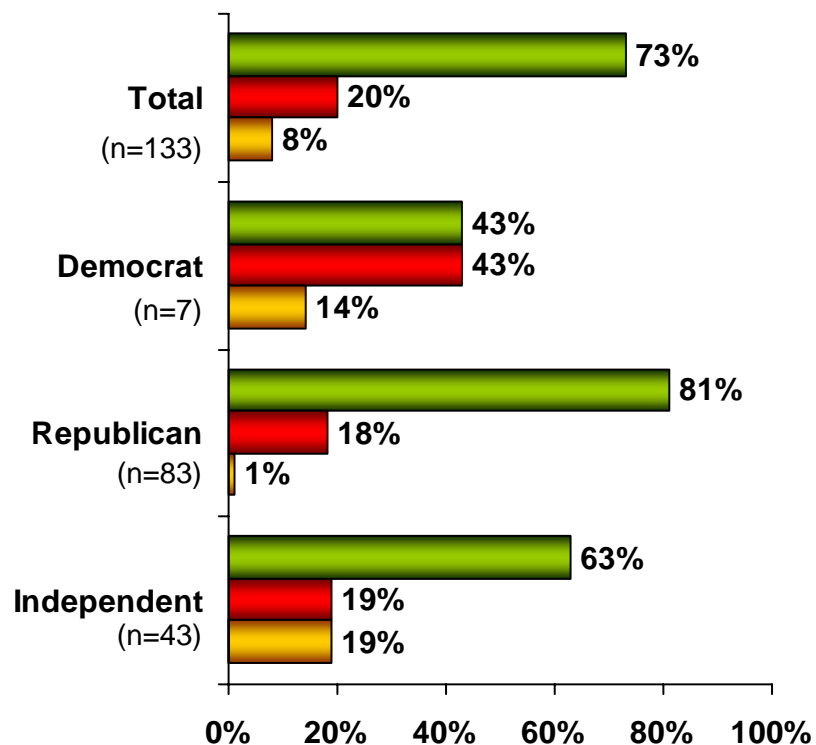
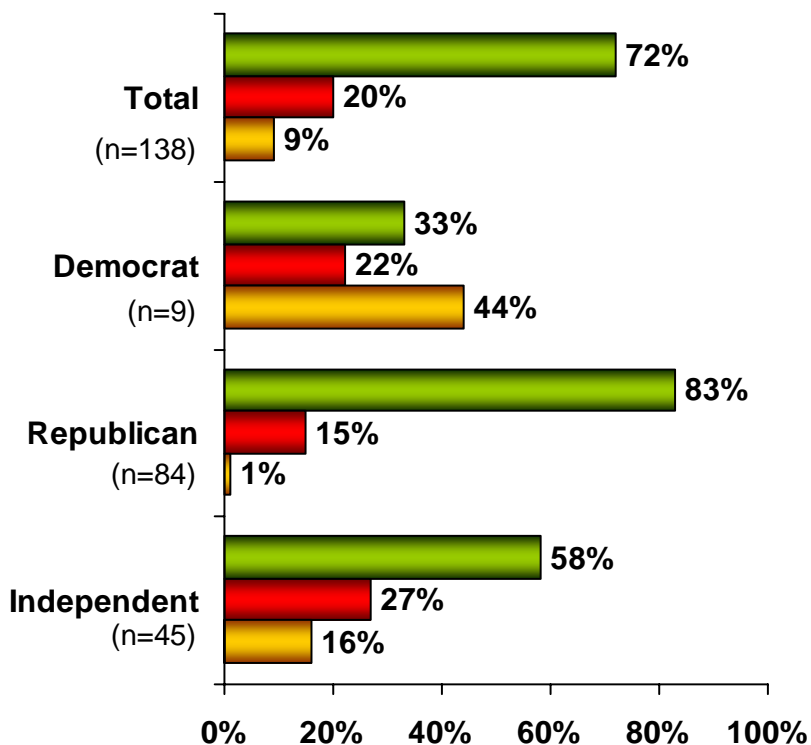
**If respondent indicated they will vote for McCain:  
 “Which of the following best describes your likelihood to vote for John McCain  
 in the 2008 Presidential Election?”**

**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

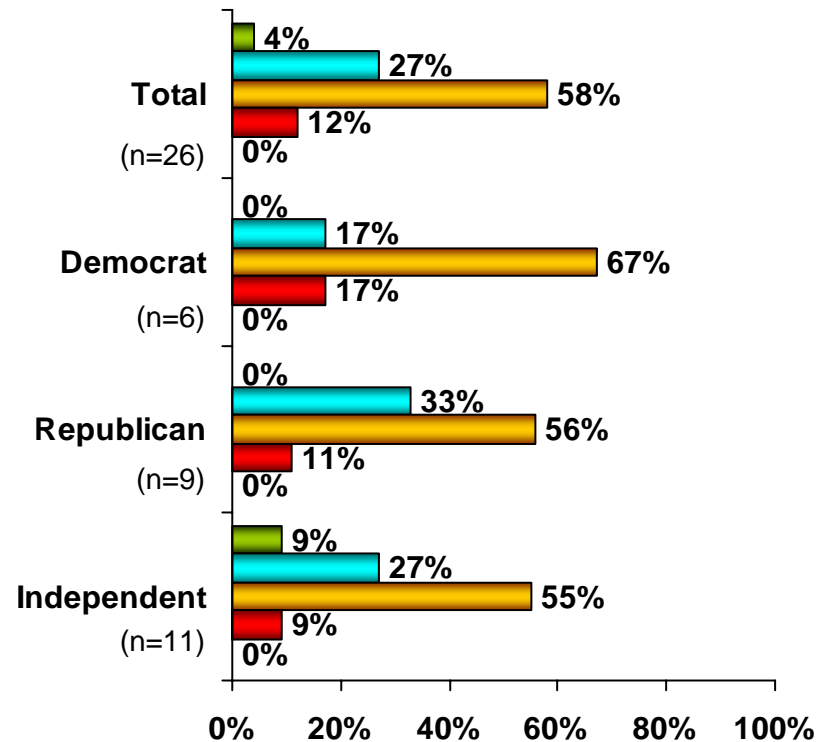
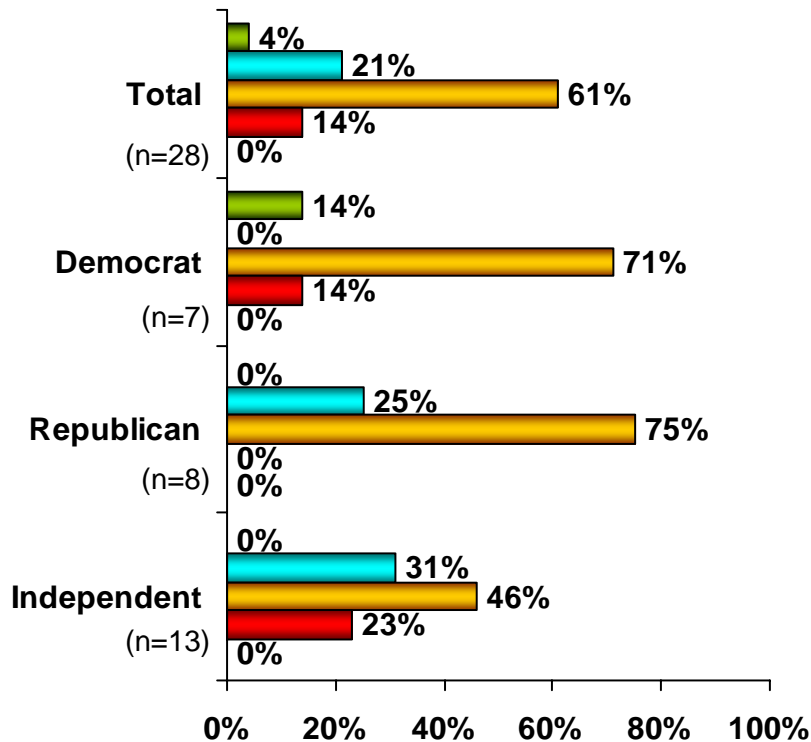
**If respondent indicated they are undecided:**  
**“We understand that you are undecided; which of the following best describes your position between voting for John McCain and Barack Obama?”**

**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

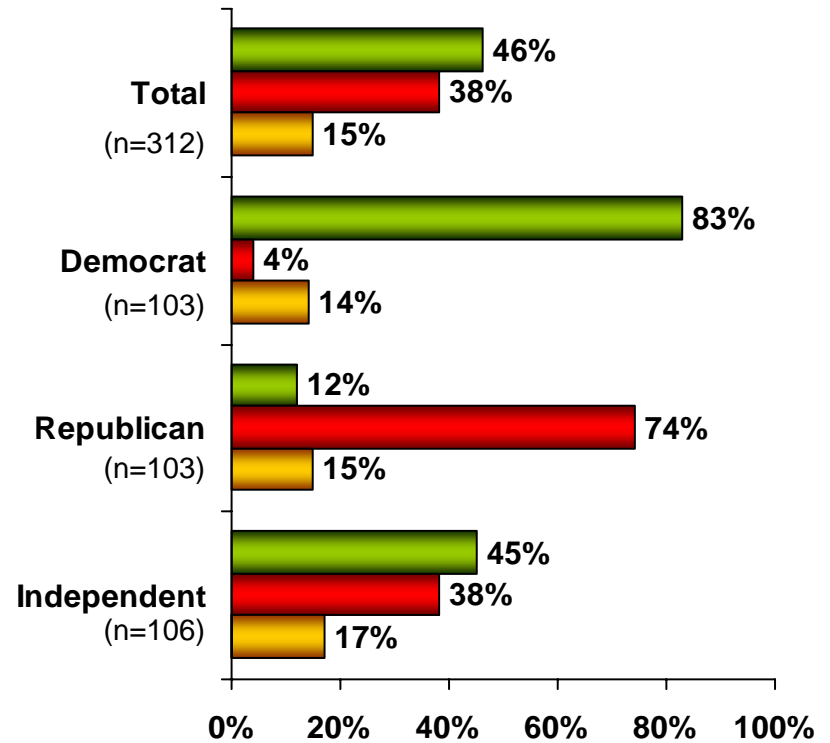
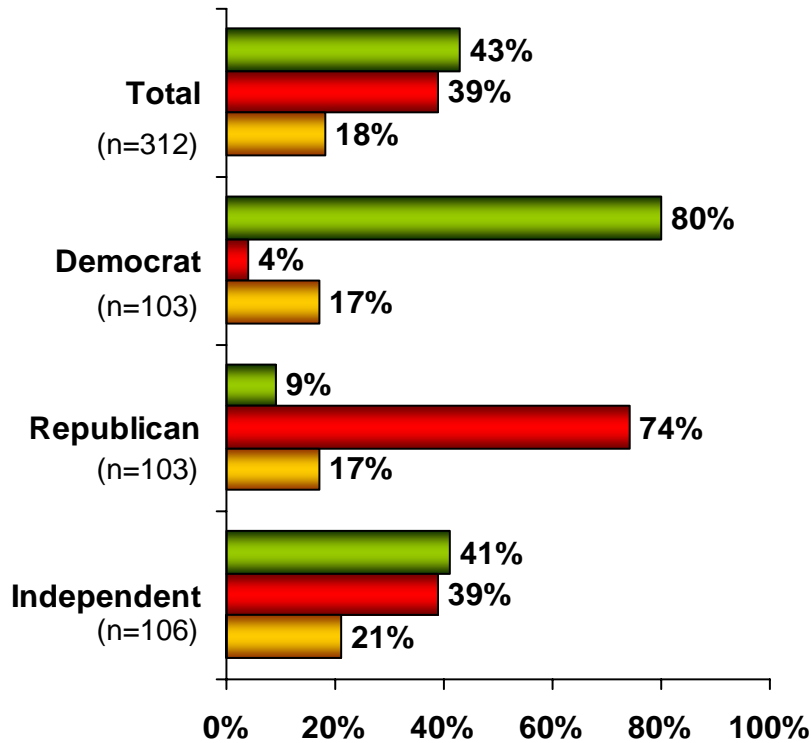
# “Which candidate do you feel will better help to rebuild our economy?”

## Before Viewing Video

## After Viewing Video

■ Barack Obama ■ John McCain ■ I don't know

■ Barack Obama ■ John McCain ■ I don't know



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=312)</b>	<b>Registered (n=103)</b>	<b>Registered Republican (n=103)</b>	<b>Registered Independent (n=106)</b>
Anger	18%	15%	22%	18%
Inspiration	7%	14%	2%	7%
Sadness	9%	11%	8%	8%
Skepticism	29%	15%	42%	29%
Confusion	10%	12%	8%	11%
Disturbing	19%	26%	12%	19%
Embarrassment	4%	7%	2%	5%
Pride	2%	1%	5%	0%
Happiness	2%	1%	0%	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**

	<b>Total (n=312)</b>	<b>Registered Democrat (n=103)</b>	<b>Registered Republican (n=103)</b>	<b>Registered Independent (n=106)</b>
Anger	27%	26%	31%	23%
Inspiration	9%	15%	4%	8%
Sadness	19%	23%	20%	13%
Skepticism	37%	24%	47%	39%
Confusion	17%	17%	14%	19%
Disturbing	35%	40%	30%	35%
Embarrassment	16%	17%	15%	16%
Pride	4%	5%	5%	2%
Happiness	3%	4%	2%	4%

*Percentages may not equal 100 due to rounding*