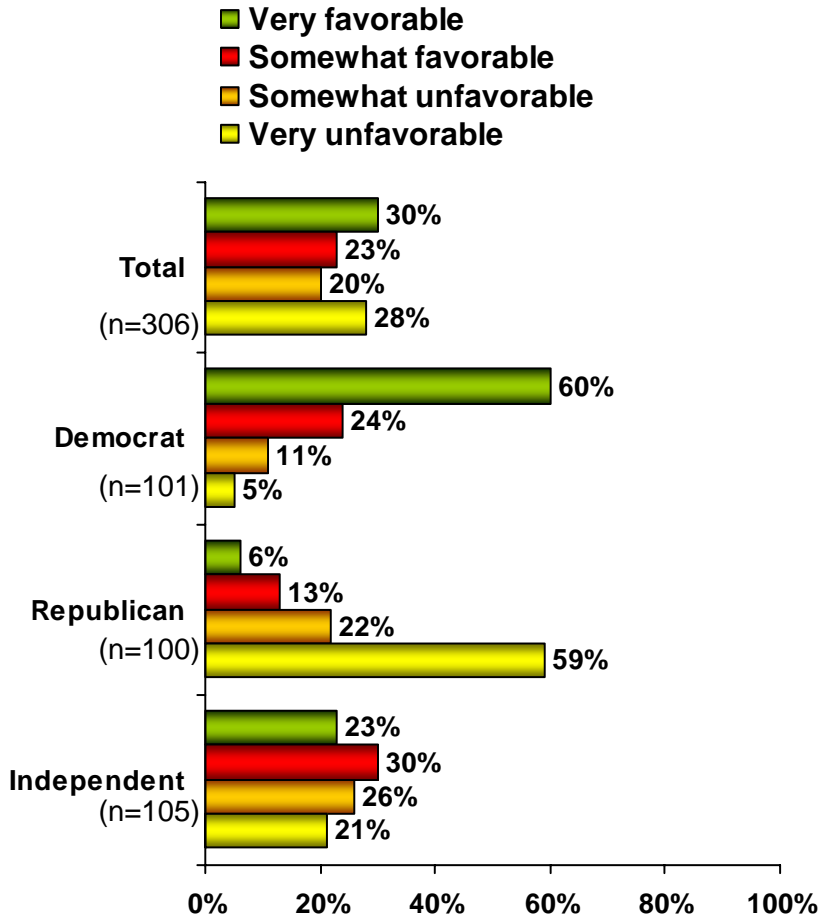
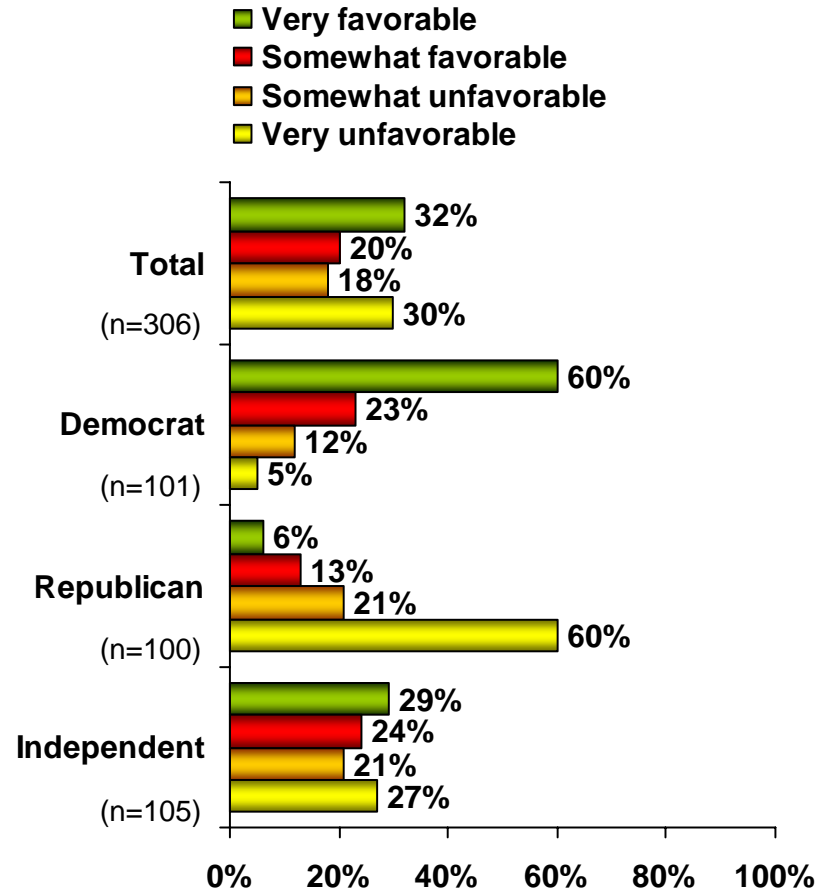


# “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

## Before Viewing Video



## After Viewing Video

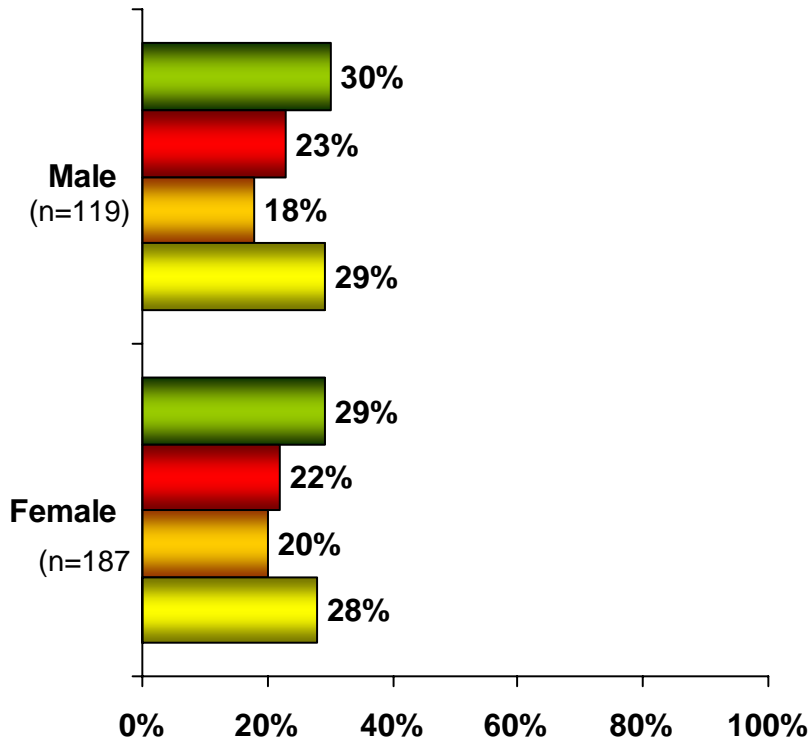


Percentages may not equal 100 due to rounding

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

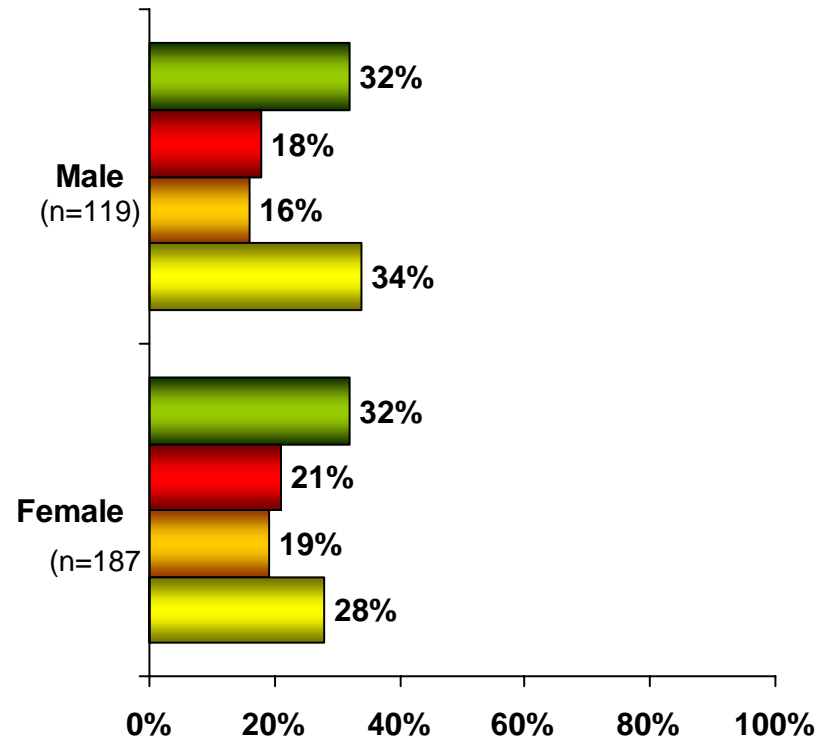
## Before Viewing Video

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable



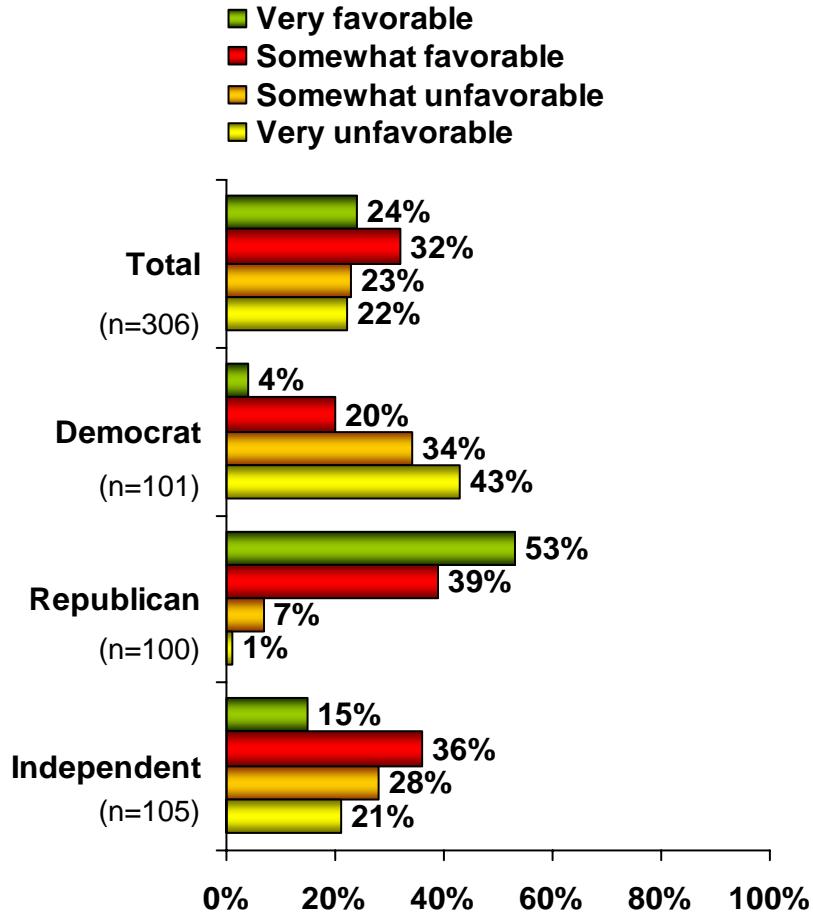
## After Viewing Video

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable

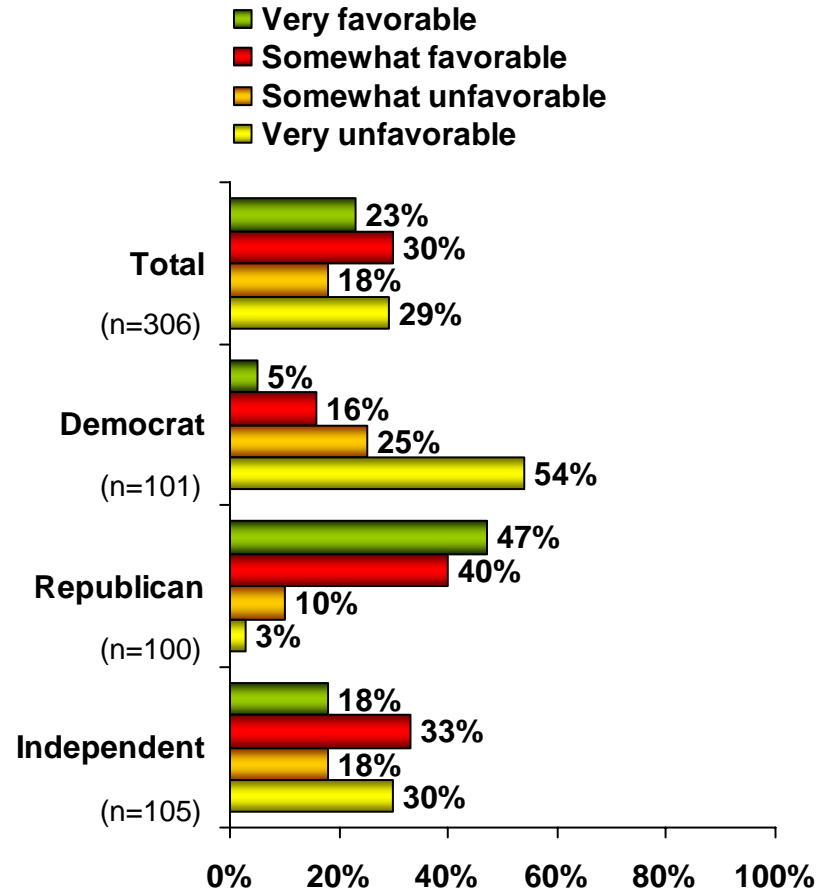


# “Which of the following best describes your overall opinion of John McCain in the 2008 Presidential Election?”

## Before Viewing Video



## After Viewing Video

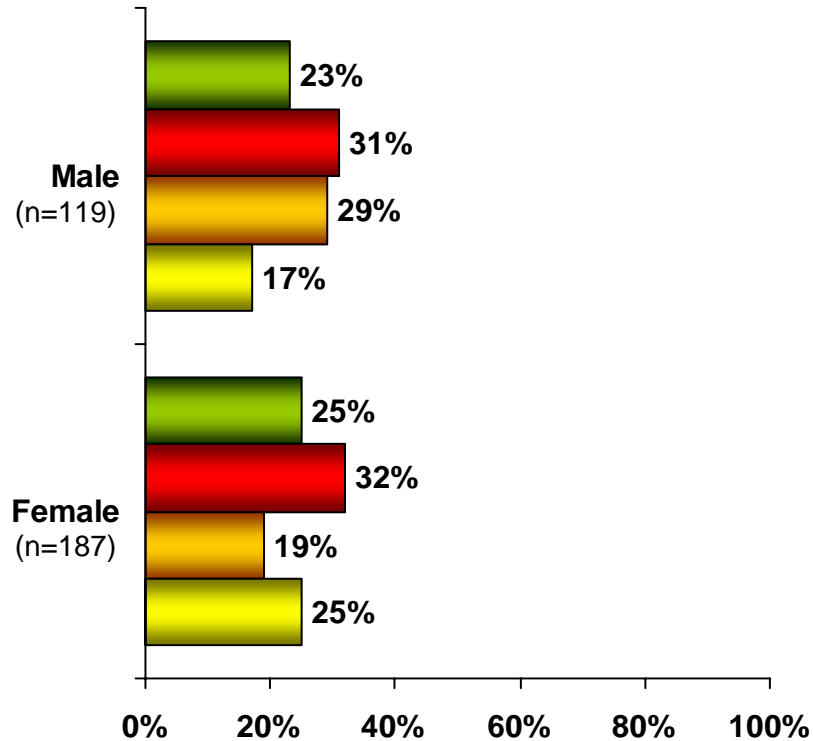


Percentages may not equal 100 due to rounding

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

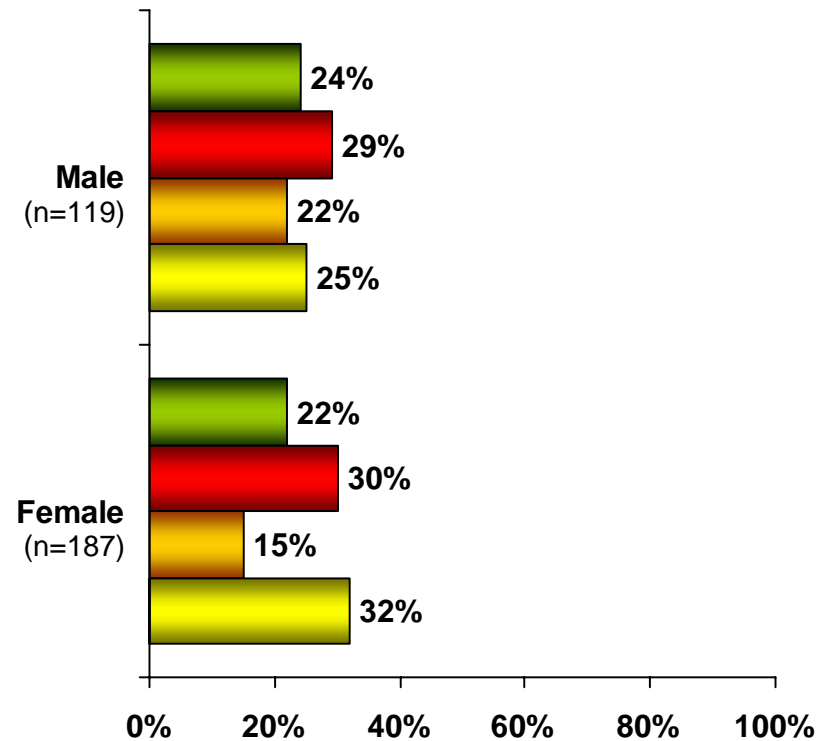
## Before Viewing Video

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable



## After Viewing Video

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable



Percentages may not equal 100 due to rounding

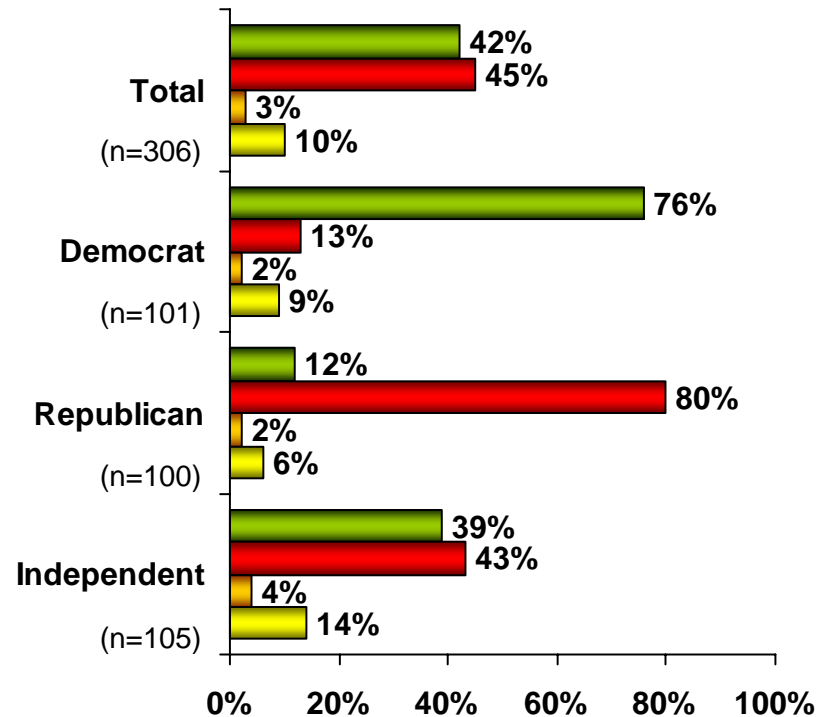
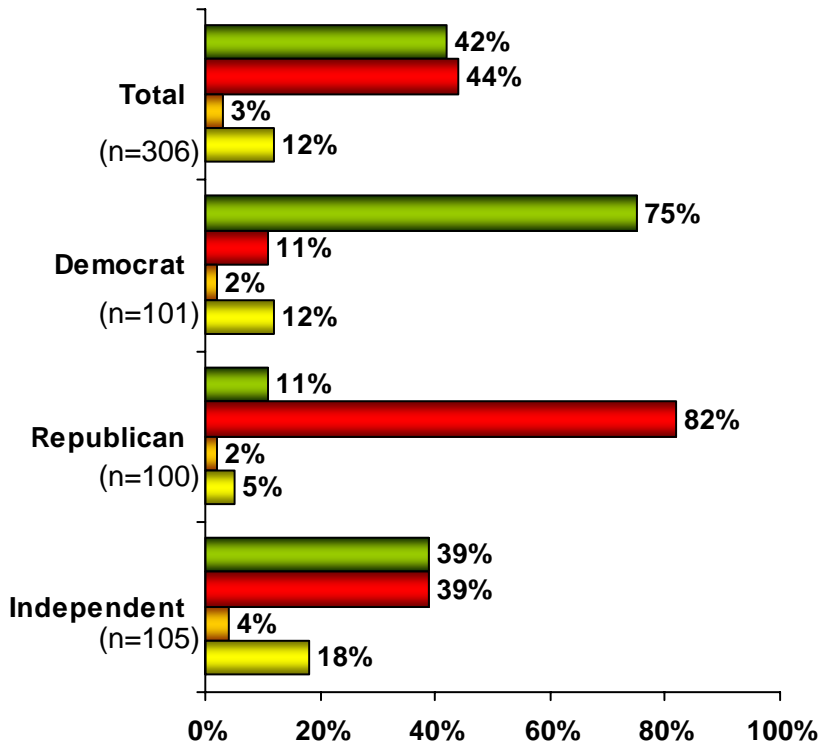
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

## 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

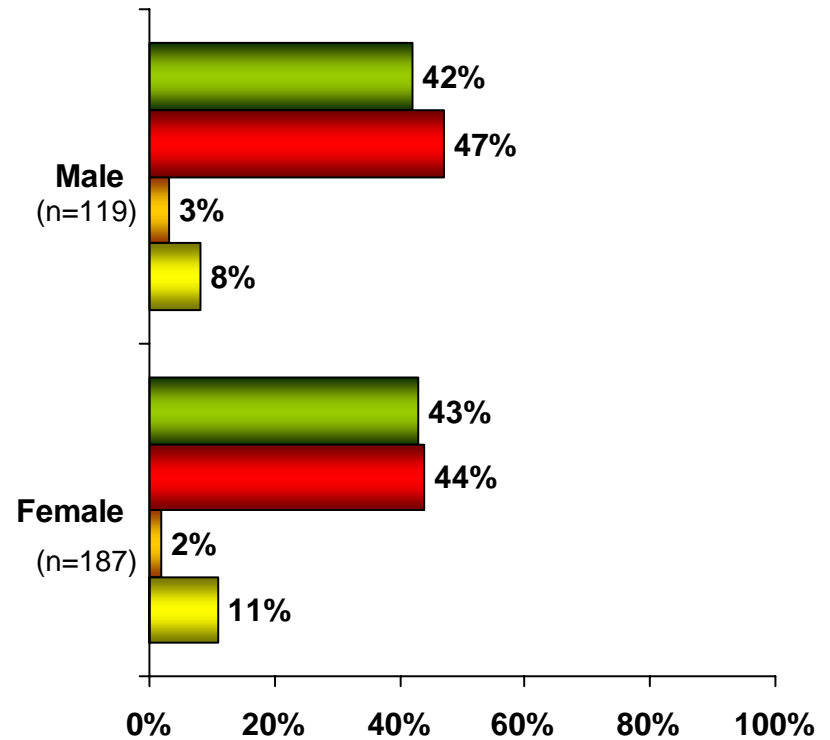
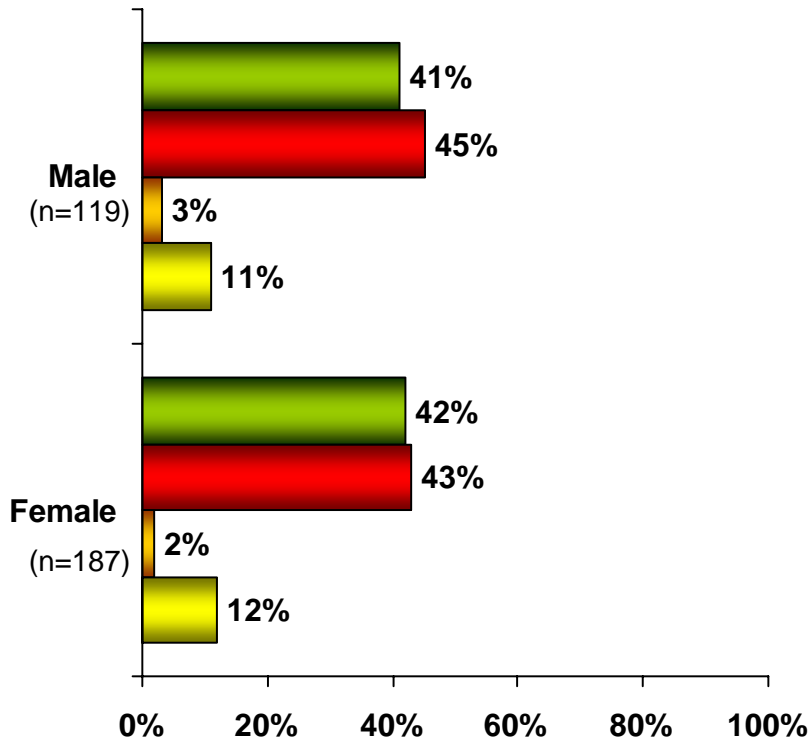
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

## 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

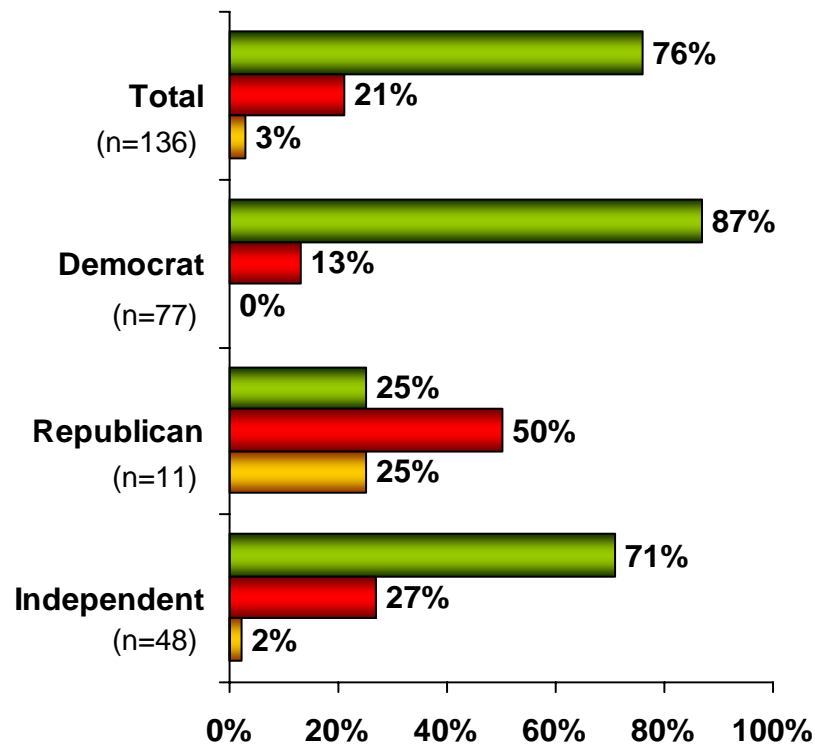
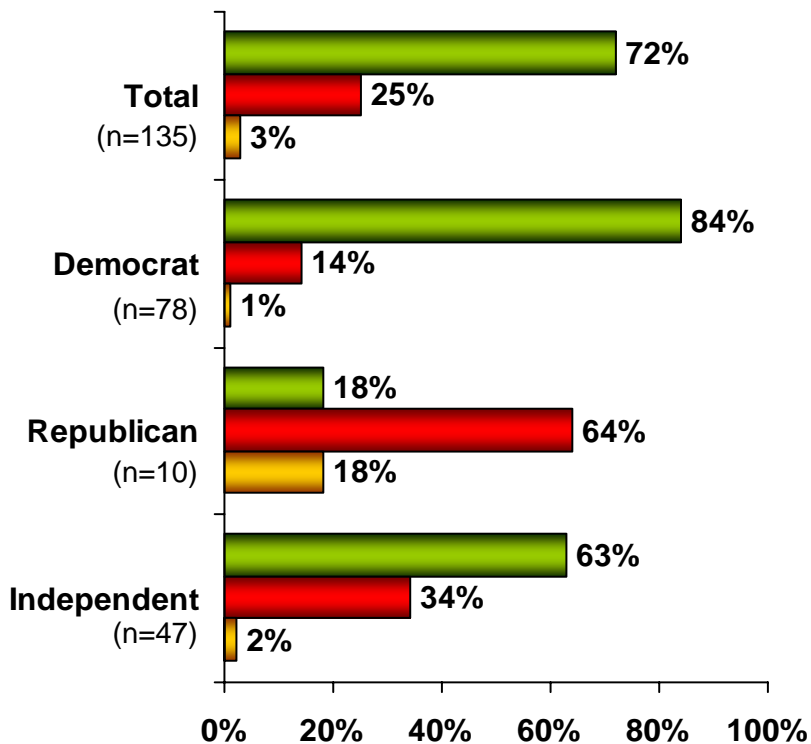
**If respondent indicated they will vote for Obama:  
 “Which of the following best describes your likelihood to vote for Barack Obama  
 in the 2008 Presidential Election?”**

**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



Percentages may not equal 100 due to rounding

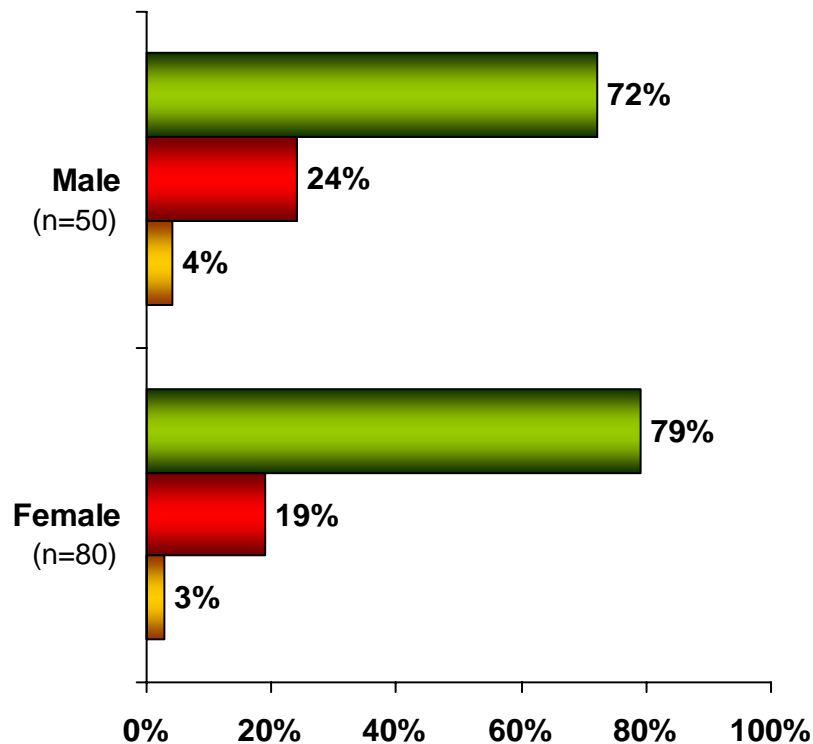
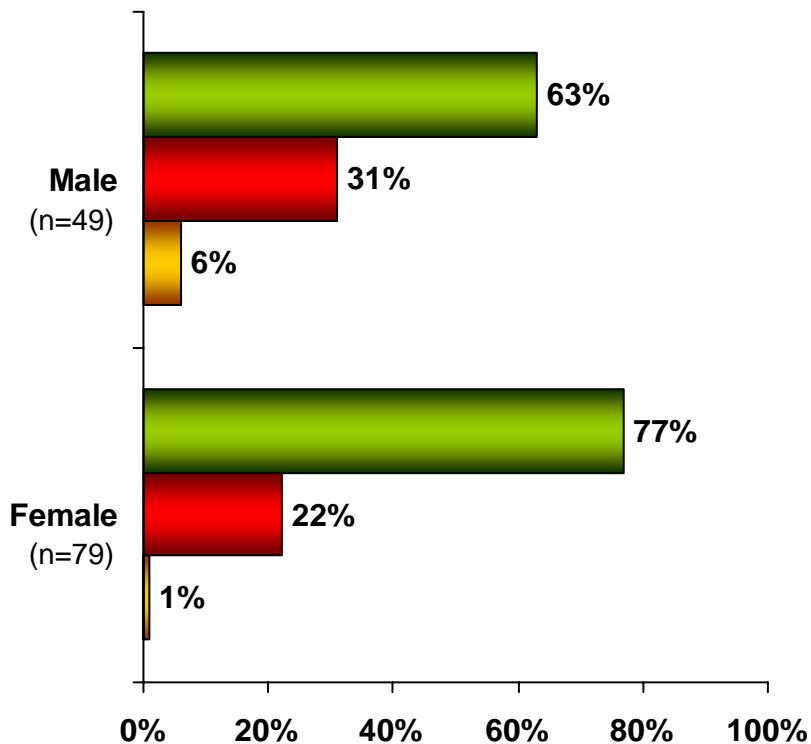
**If respondent indicated they will vote for Obama:  
 “Which of the following best describes your likelihood to vote for Barack Obama  
 in the 2008 Presidential Election?”**

**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



Percentages may not equal 100 due to rounding

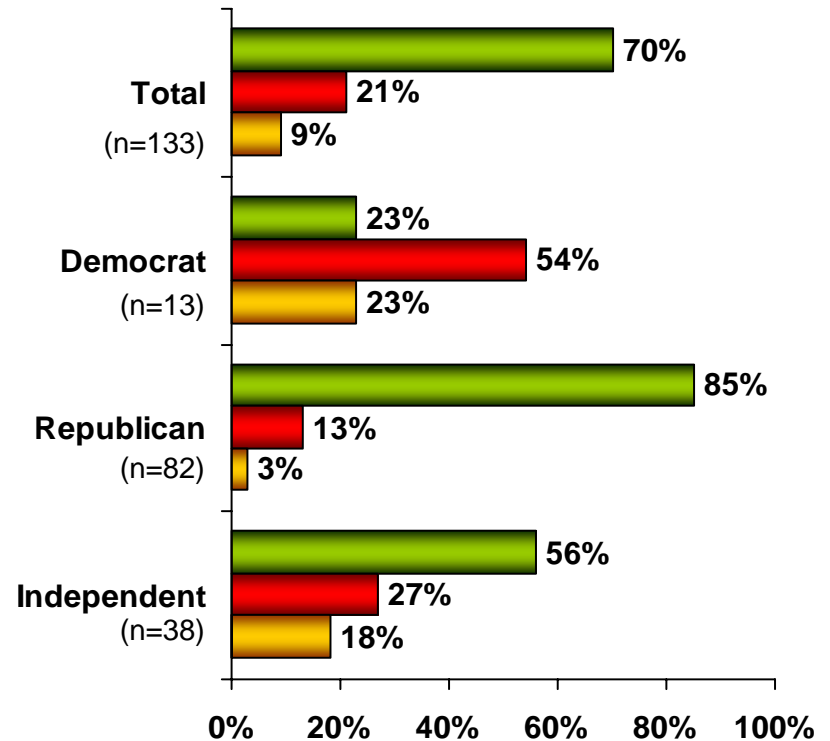
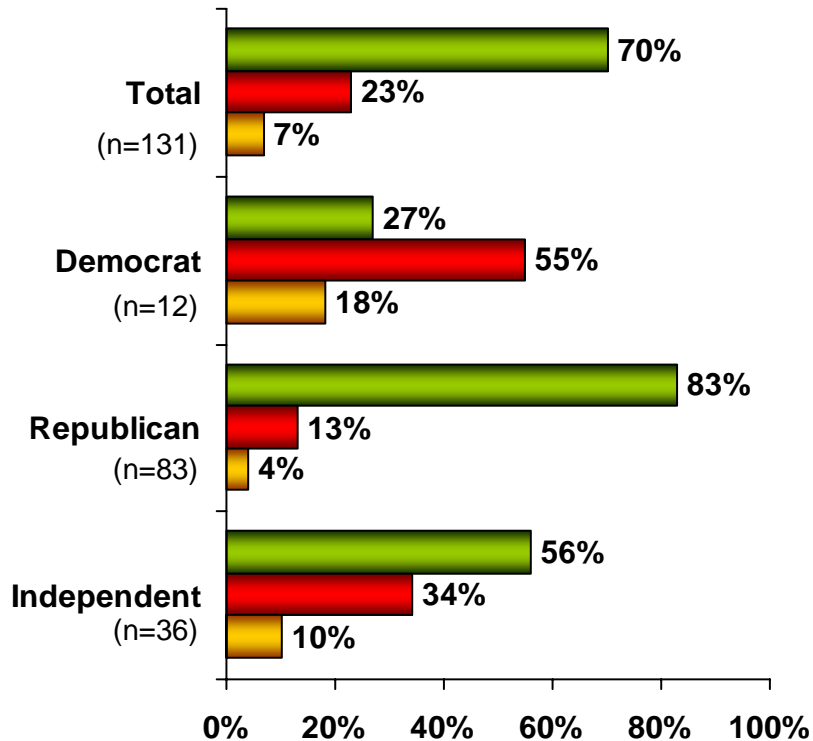
**If respondent indicated they will vote for McCain:**  
**“Which of the following best describes your likelihood to vote for John McCain**  
**in the 2008 Presidential Election?”**

**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

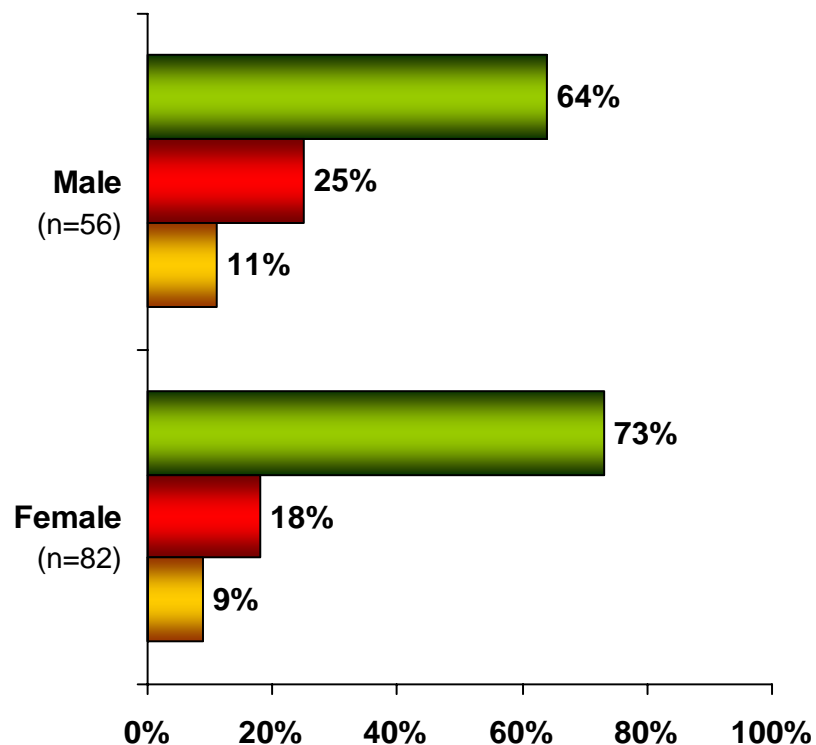
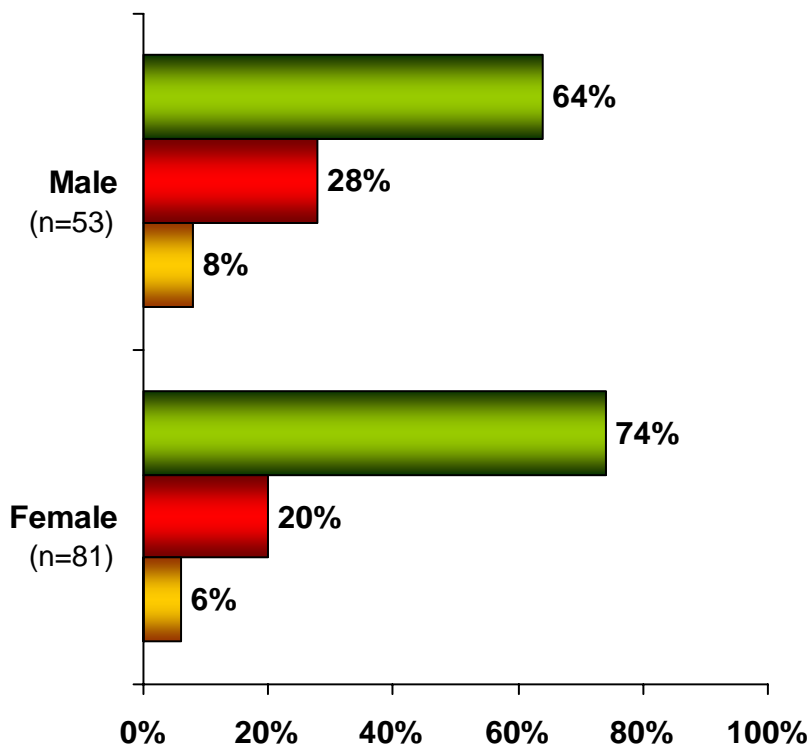
**If respondent indicated they will vote for McCain:  
 “Which of the following best describes your likelihood to vote for John McCain  
 in the 2008 Presidential Election?”**

**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

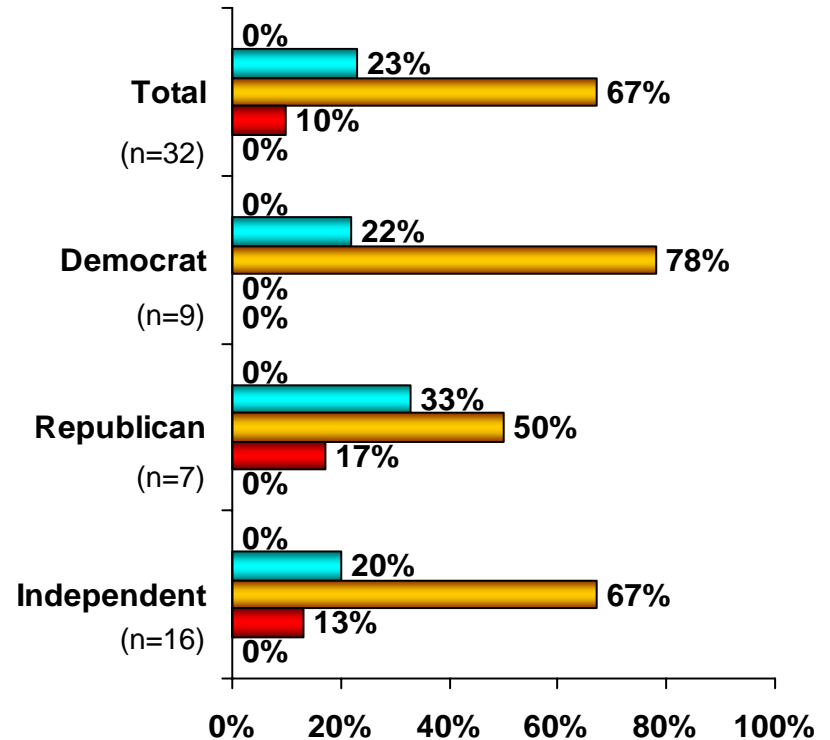
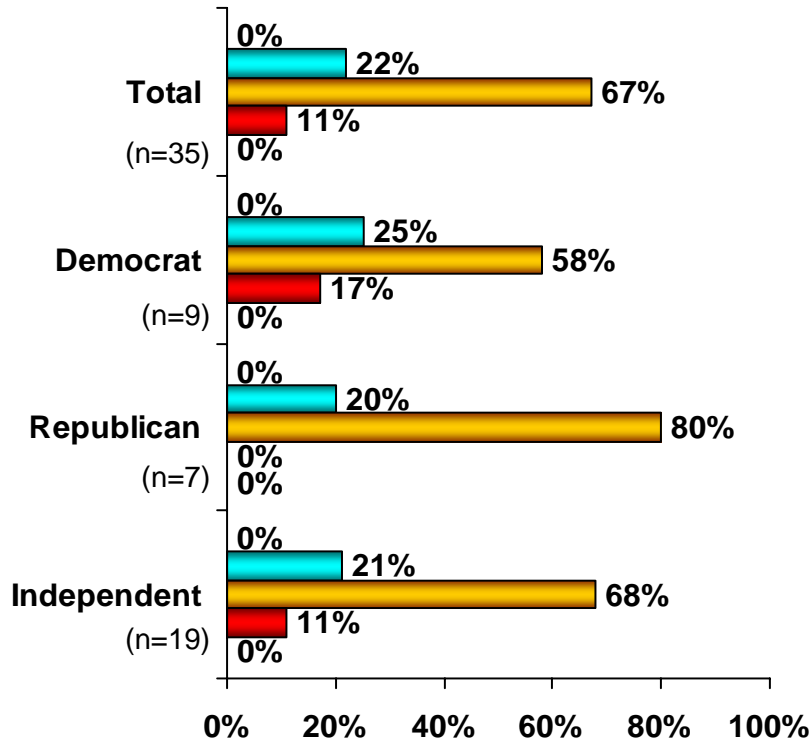
**If respondent indicated they are undecided:**  
**“We understand that you are undecided; which of the following best describes your position between voting for John McCain and Barack Obama?”**

**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

If respondent indicated they are undecided:

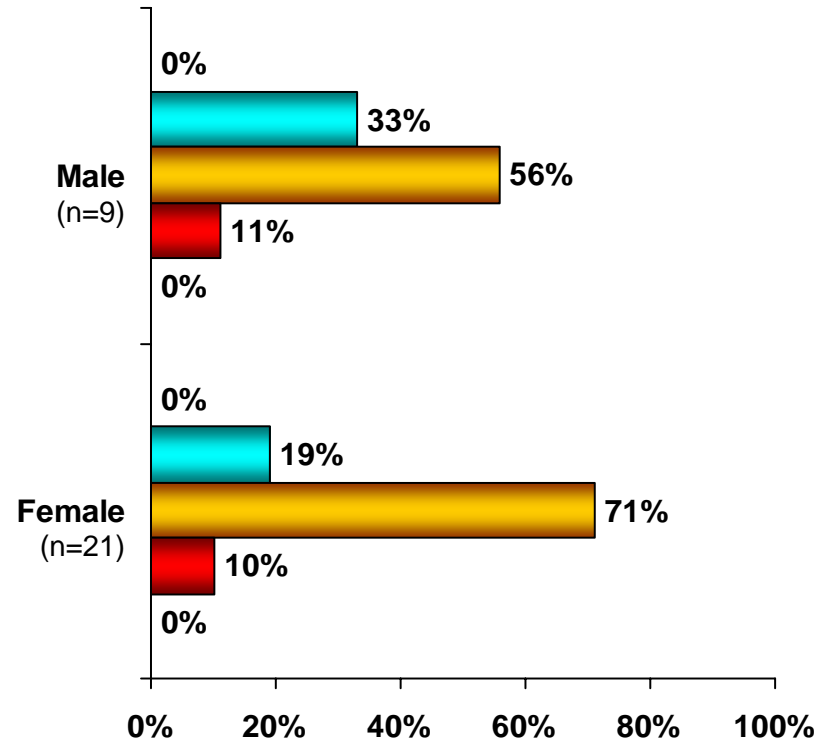
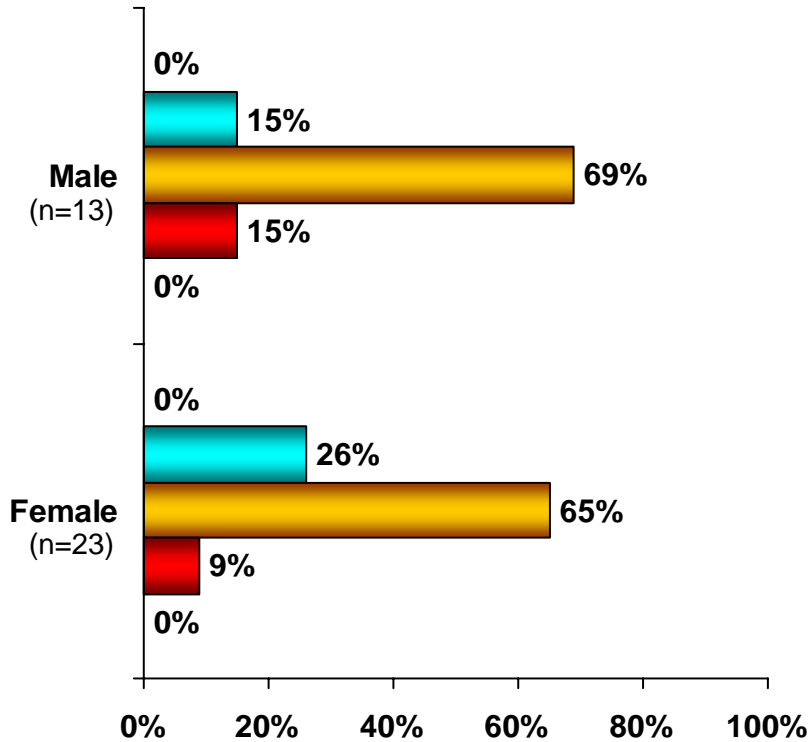
“We understand that you are undecided; which of the following best describes your position between voting for John McCain and Barack Obama?”

**Before** Viewing Video

**After** Viewing Video

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

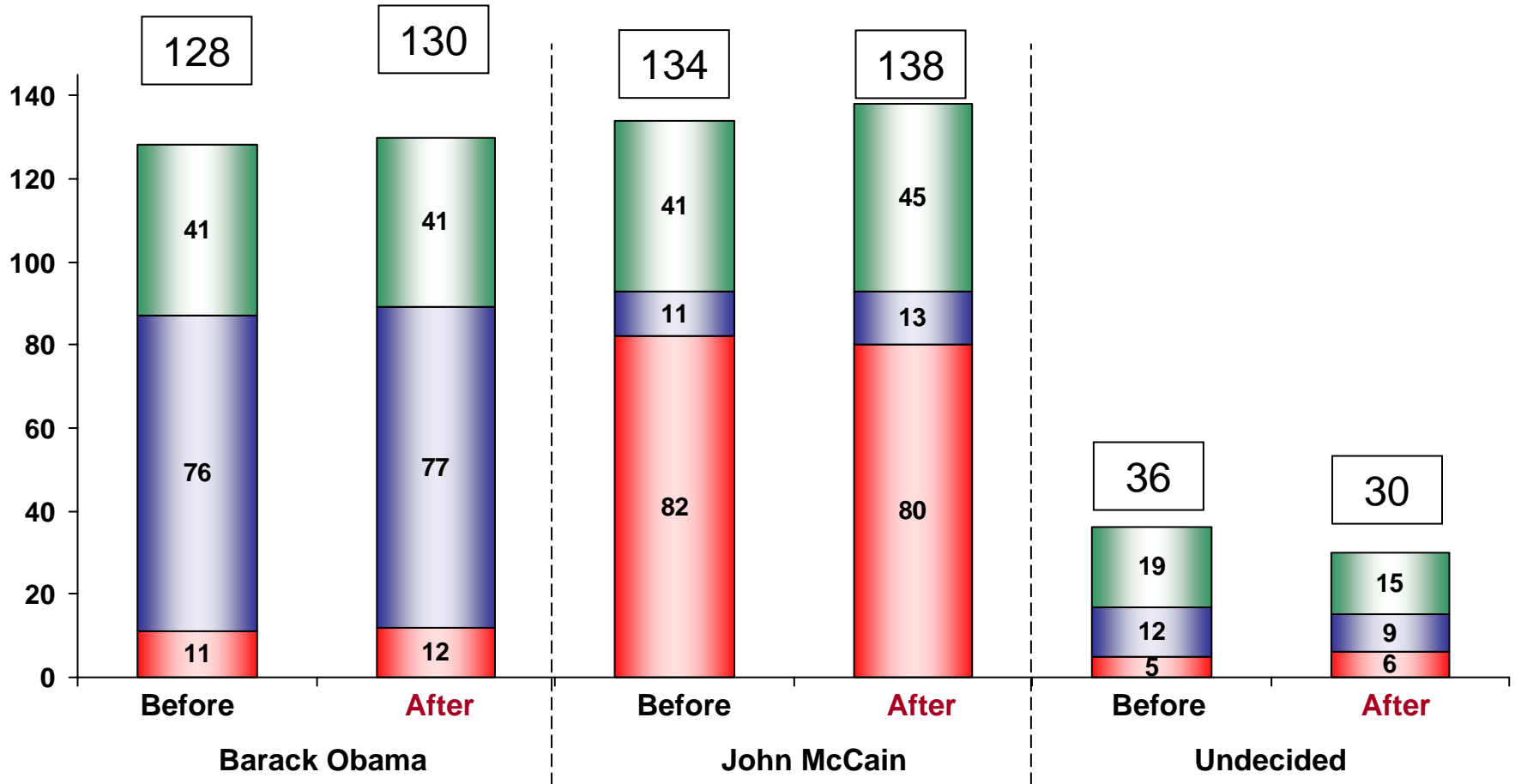
- Strongly leaning toward McCain
- Somewhat leaning toward McCain
- Not Sure
- Somewhat leaning toward Obama
- Strongly leaning toward Obama



Percentages may not equal 100 due to rounding

## # of Respondents Supporting Each Candidate

■ Republicans 
 ■ Democrats 
 ■ Independents 
 ■



**“Which of the following emotions did you feel while viewing the video?  
Please check all that apply.”**

**After Viewing Video**

	<b>Total (n=306)</b>	<b>Registered Democrat (n=101)</b>	<b>Registered Republican (n=100)</b>	<b>Registered Independent (n=105)</b>
Anger	33%	51%	22%	27%
Inspiration	5%	8%	1%	6%
Sadness	20%	29%	12%	19%
Skepticism	47%	22%	69%	50%
Confusion	12%	13%	16%	7%
Disturbing	30%	39%	26%	27%
Embarrassment	9%	15%	7%	6%
Pride	3%	4%	1%	3%
Happiness	1%	3%	0%	1%

*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>Men (n=119)</b>	<b>Women (n=187)</b>
Anger	28%	37%
Inspiration	4%	5%
Sadness	21%	19%
Skepticism	53%	43%
Confusion	13%	11%
Disturbing	28%	32%
Embarrassment	14%	6%
Pride	3%	3%
Happiness	3%	1%

*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=306)</b>	<b>Registered Democrat (n=101)</b>	<b>Registered Republican (n=100)</b>	<b>Registered Independent (n=105)</b>
Anger	24%	38%	13%	20%
Inspiration	3%	6%	0%	4%
Sadness	8%	12%	4%	9%
Skepticism	43%	20%	62%	49%
Confusion	5%	3%	7%	4%
Disturbing	12%	15%	10%	10%
Embarrassment	3%	4%	4%	2%
Pride	1%	1%	0%	2%
Happiness	1%	2%	0%	1%

*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>Men (n=119)</b>	<b>Women (n=187)</b>
Anger	17%	28%
Inspiration	3%	3%
Sadness	8%	8%
Skepticism	47%	41%
Confusion	3%	5%
Disturbing	13%	11%
Embarrassment	6%	2%
Pride	1%	1%
Happiness	2%	1%

*Percentages may not equal 100 due to rounding*