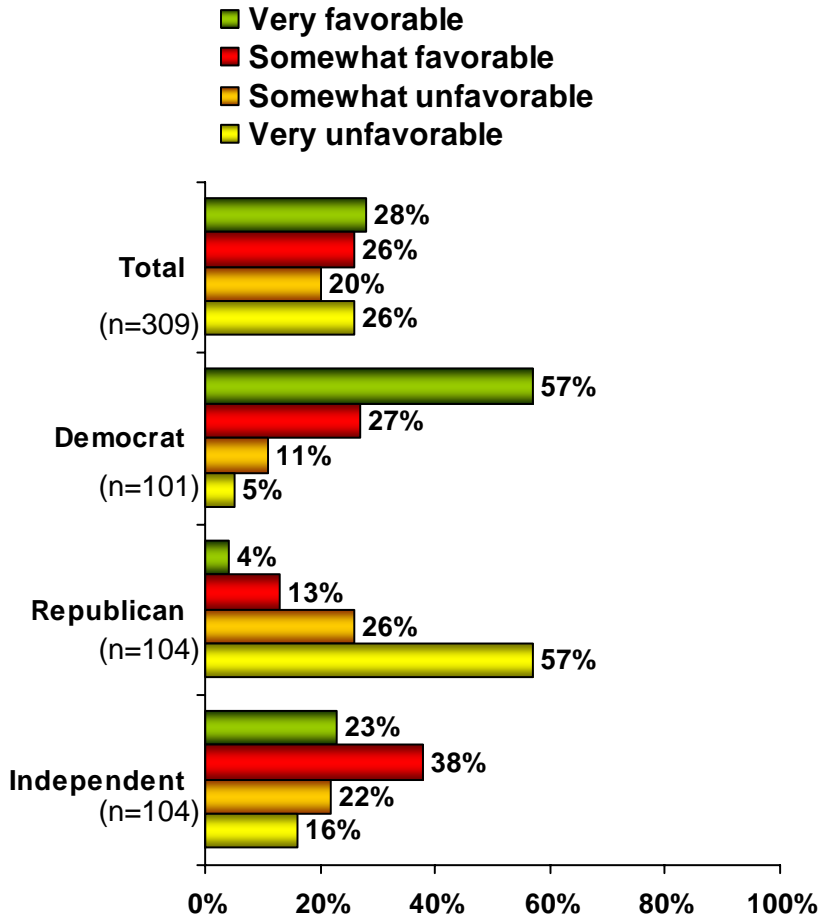
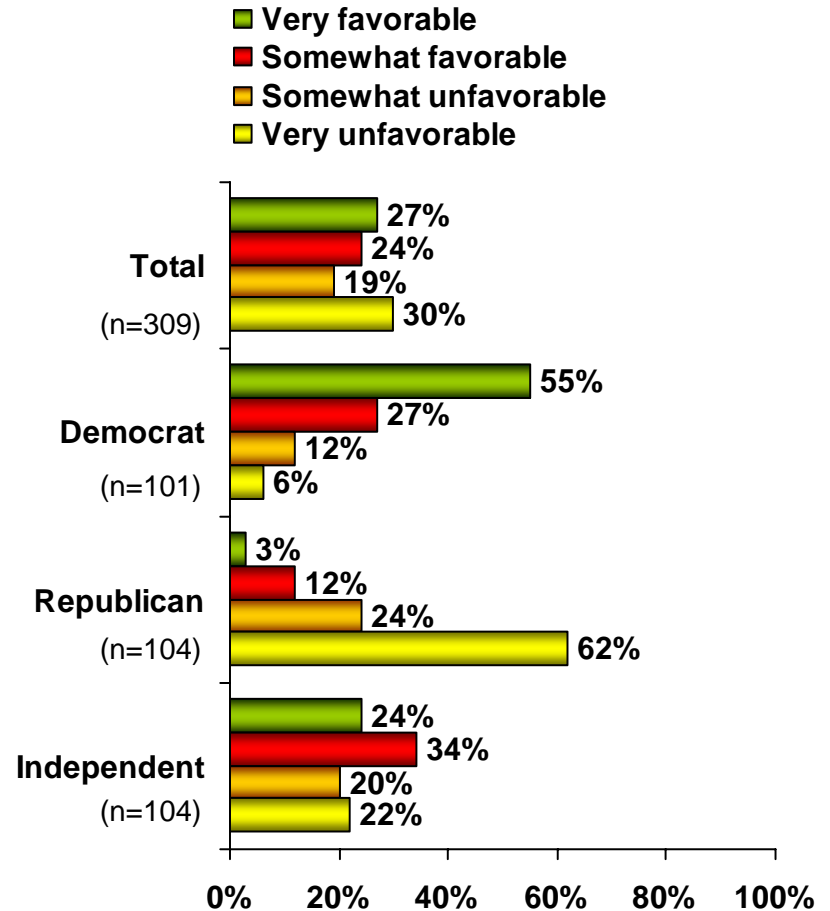


# “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

## Before Viewing Video



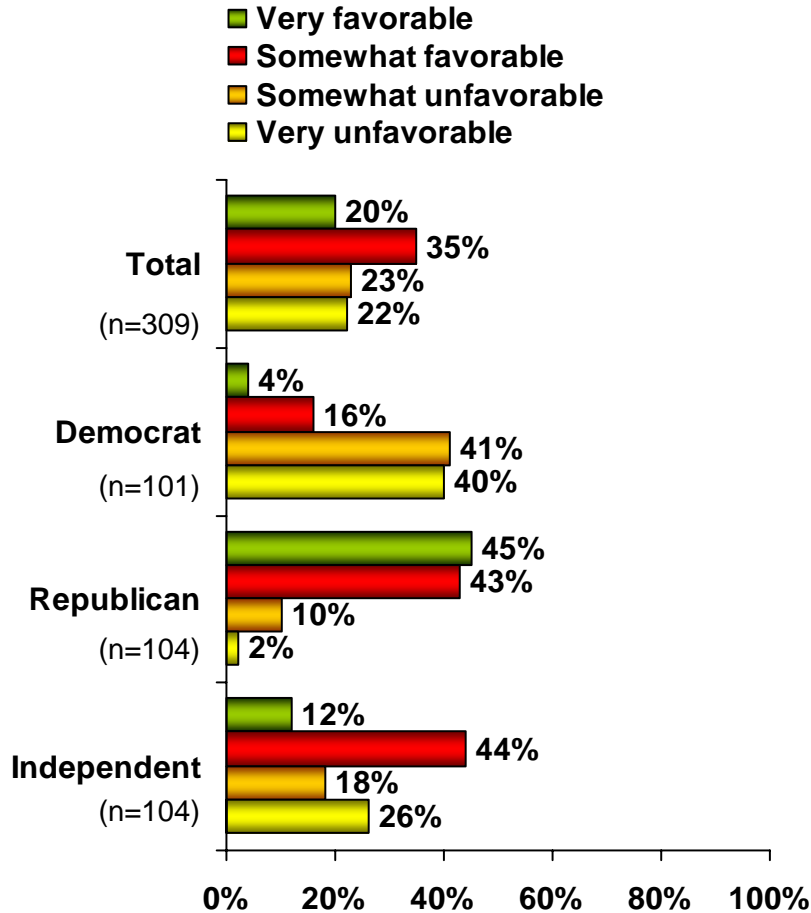
## After Viewing Video



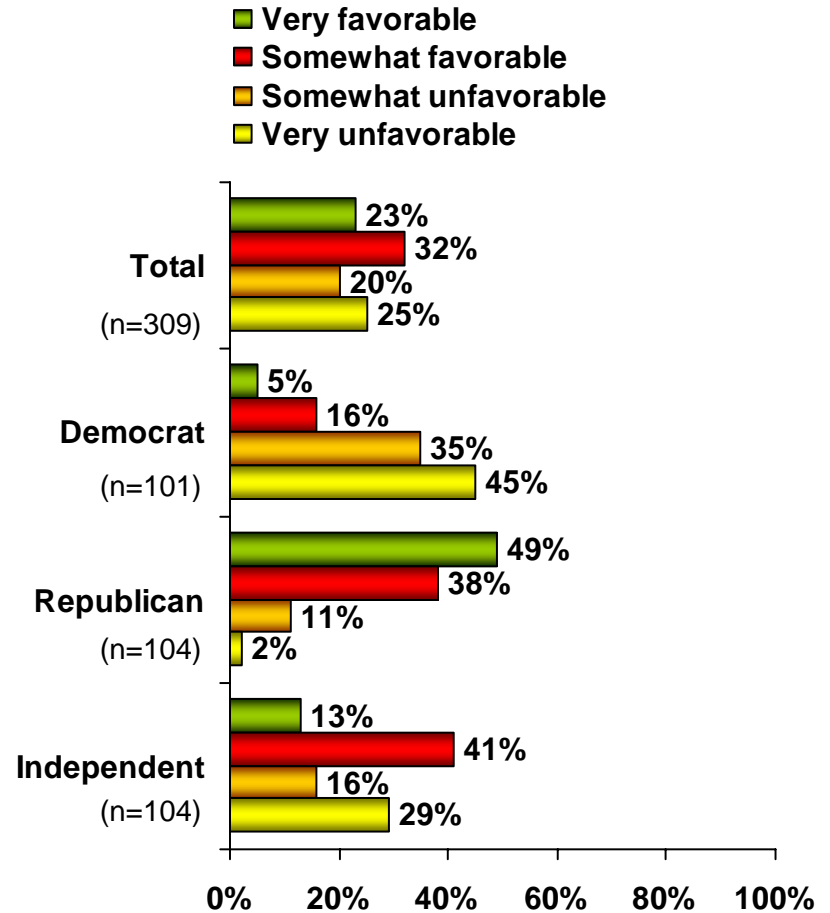
Percentages may not equal 100 due to rounding

# “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

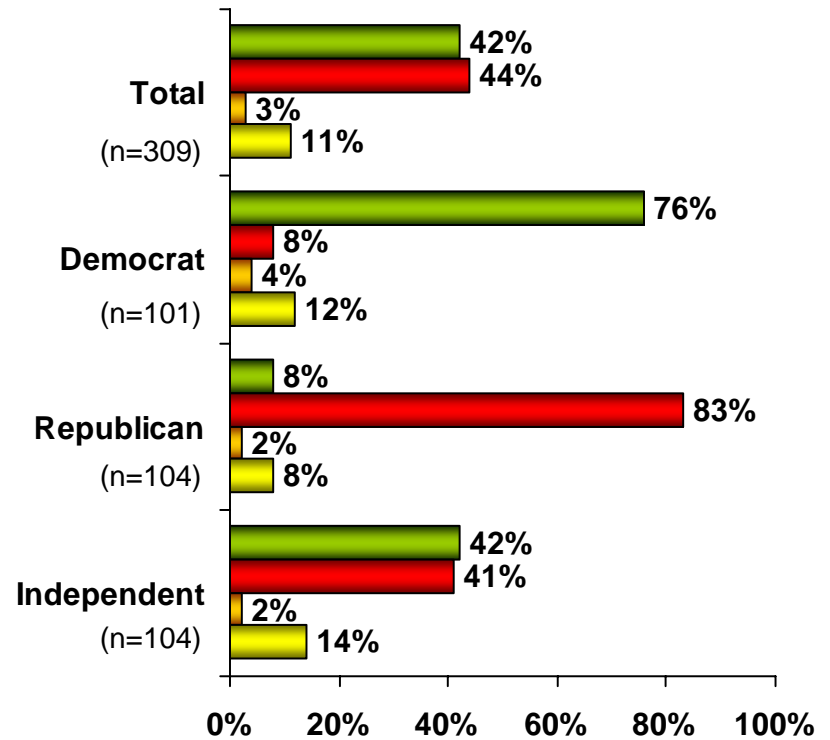
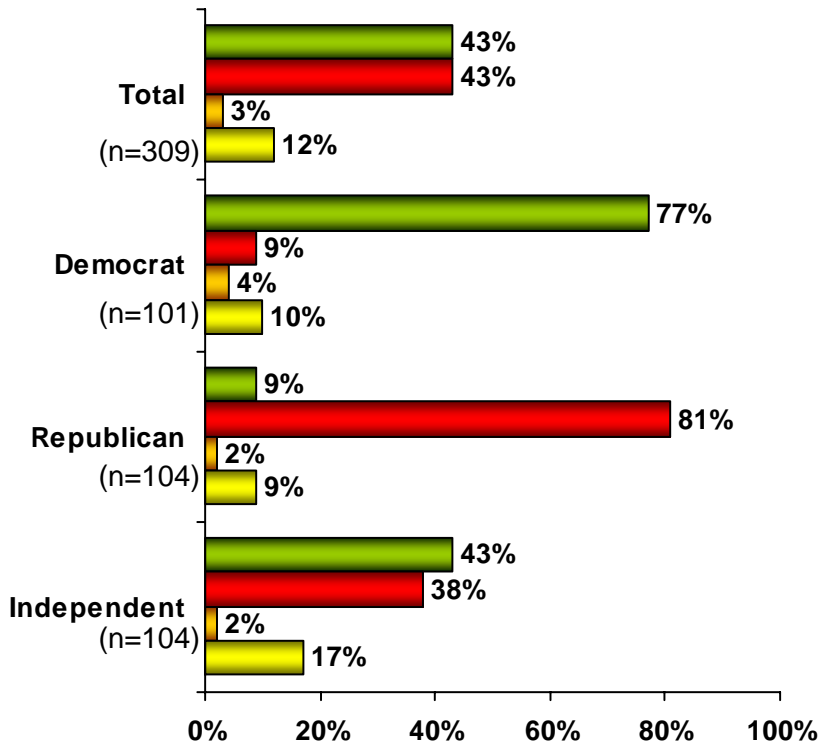
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

## Before Viewing Video

## After Viewing Video

■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided

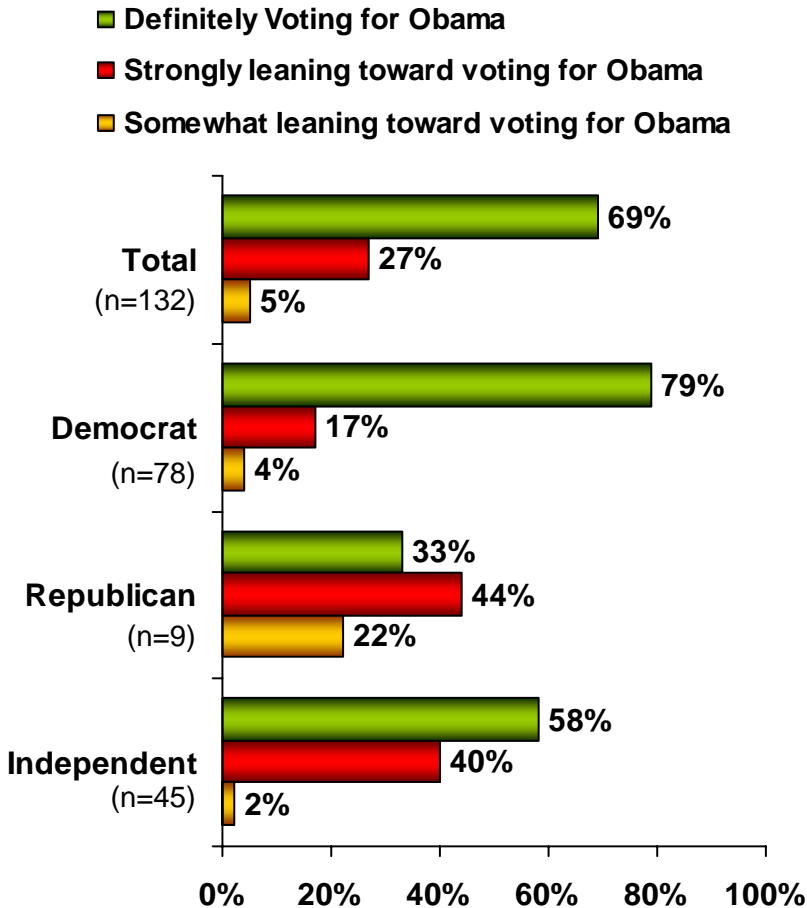
■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided



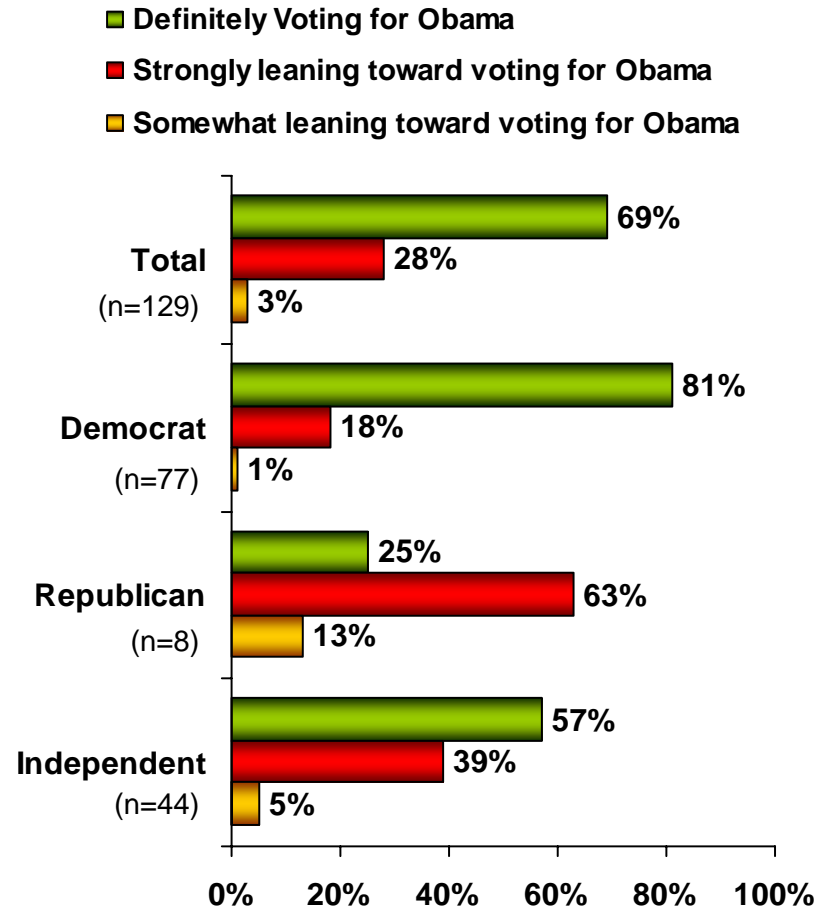
Percentages may not equal 100 due to rounding

**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

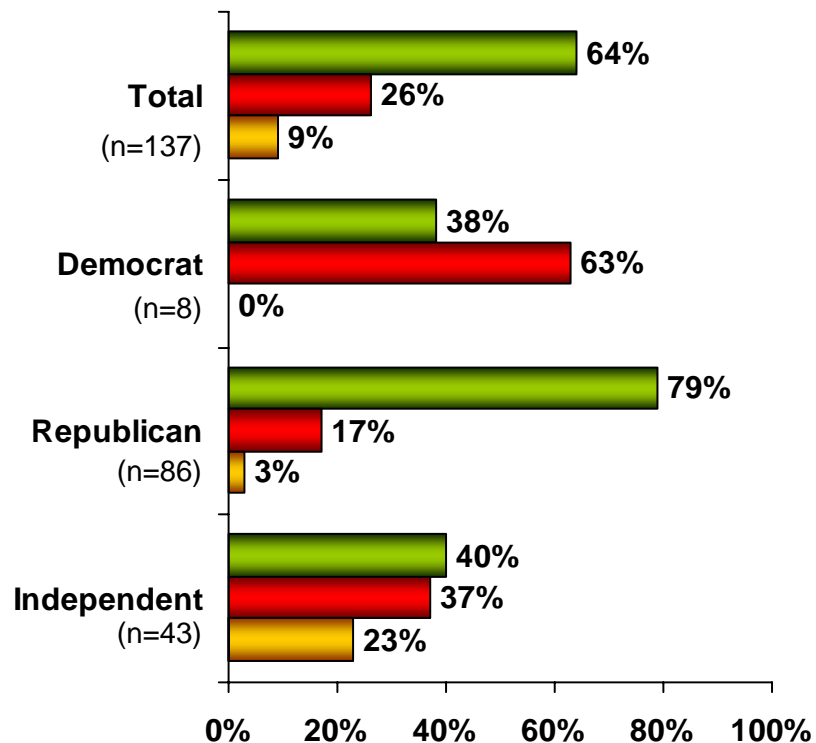
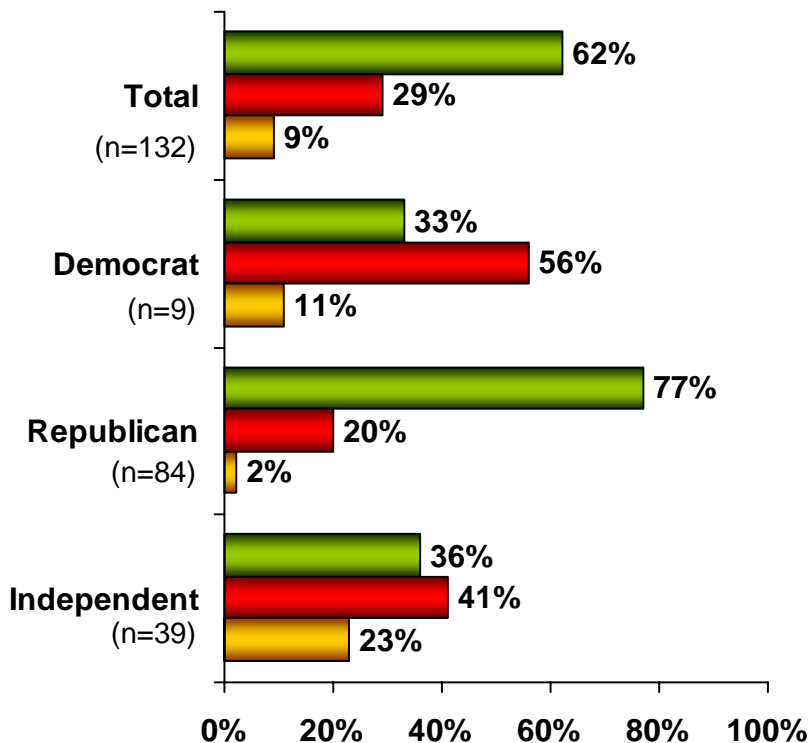
**If respondent indicated they will vote for McCain:  
 “Which of the following best describes your likelihood to vote for John McCain  
 in the 2008 Presidential Election?”**

**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

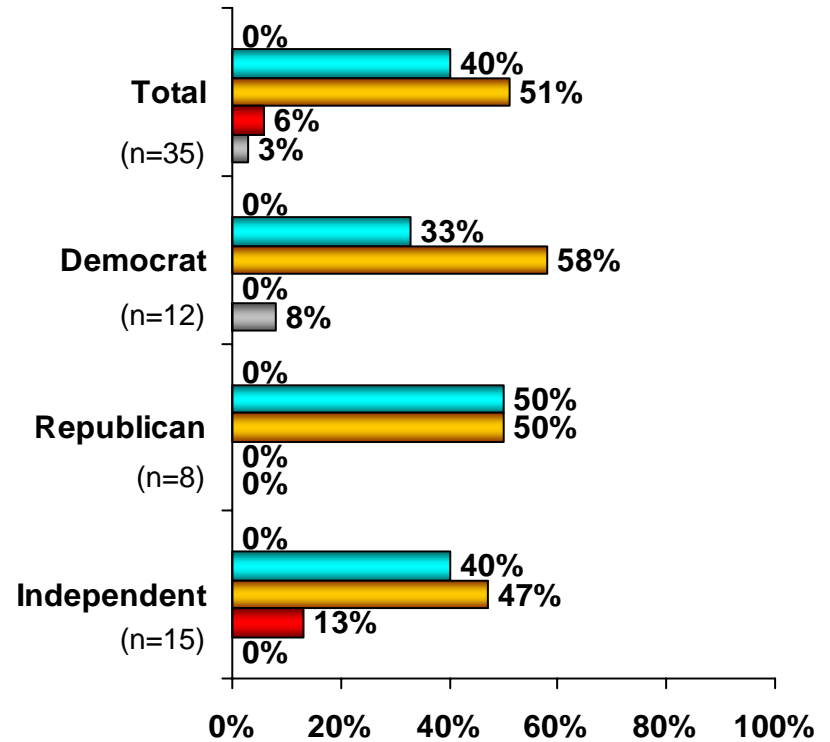
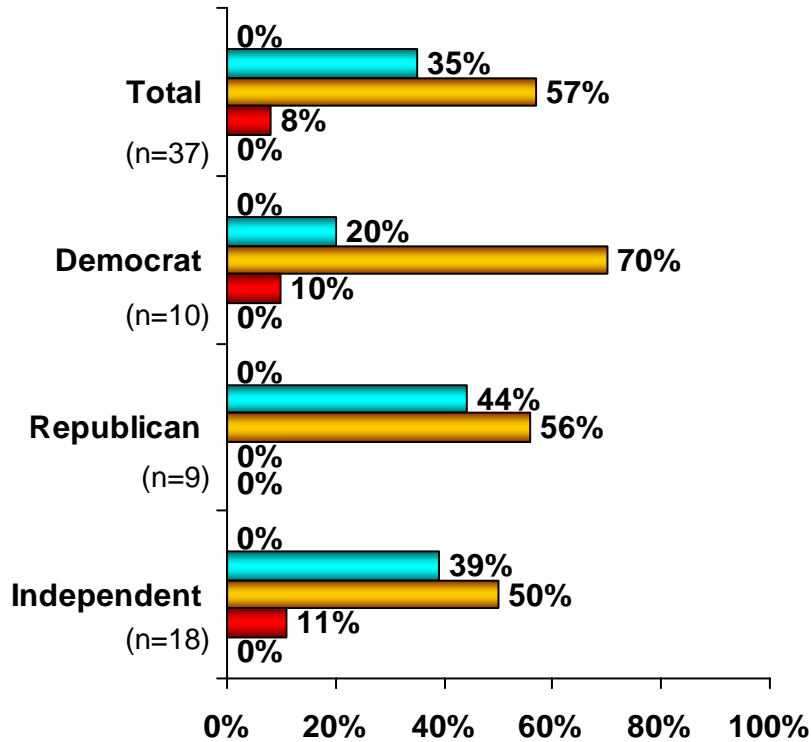
**If respondent indicated they are undecided:**  
**“We understand that you are undecided; which of the following best describes your position between voting for John McCain and Barack Obama?”**

**Before Viewing Video**

**After Viewing Video**

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

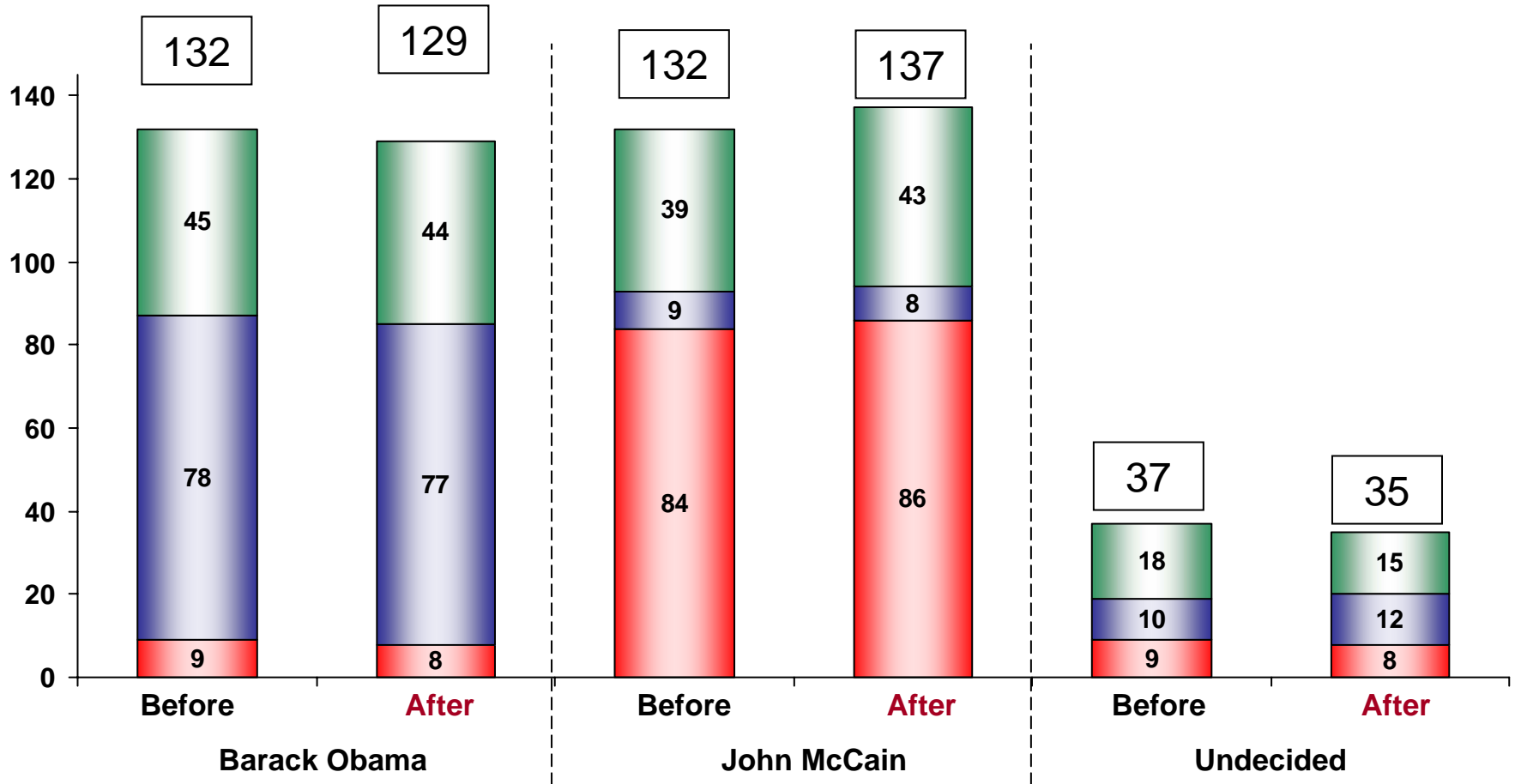
- Strongly leaning toward McCain
- Somewhat leaning toward McCain
- Not Sure
- Somewhat leaning toward Obama
- Strongly leaning toward Obama



Percentages may not equal 100 due to rounding

# # 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=309)</b>	<b>Registered Democrat (n=101)</b>	<b>Registered Republican (n=104)</b>	<b>Registered Independent (n=104)</b>
Anger	25%	21%	29%	24%
Inspiration	4%	2%	5%	4%
Sadness	12%	10%	15%	12%
Skepticism	45%	61%	26%	49%
Confusion	19%	24%	9%	24%
Disturbing	32%	20%	43%	34%
Embarrassment	6%	4%	6%	7%
Pride	5%	4%	10%	1%
Happiness	4%	1%	7%	5%

*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=104)</b>	<b>Registered Independent (n=104)</b>
Anger	14%	11%	15%	15%
Inspiration	3%	2%	4%	3%
Sadness	7%	6%	10%	6%
Skepticism	36%	50%	21%	38%
Confusion	11%	19%	5%	11%
Disturbing	22%	10%	33%	22%
Embarrassment	1%	0%	3%	0%
Pride	3%	3%	5%	1%
Happiness	3%	0%	5%	5%

*Percentages may not equal 100 due to rounding*