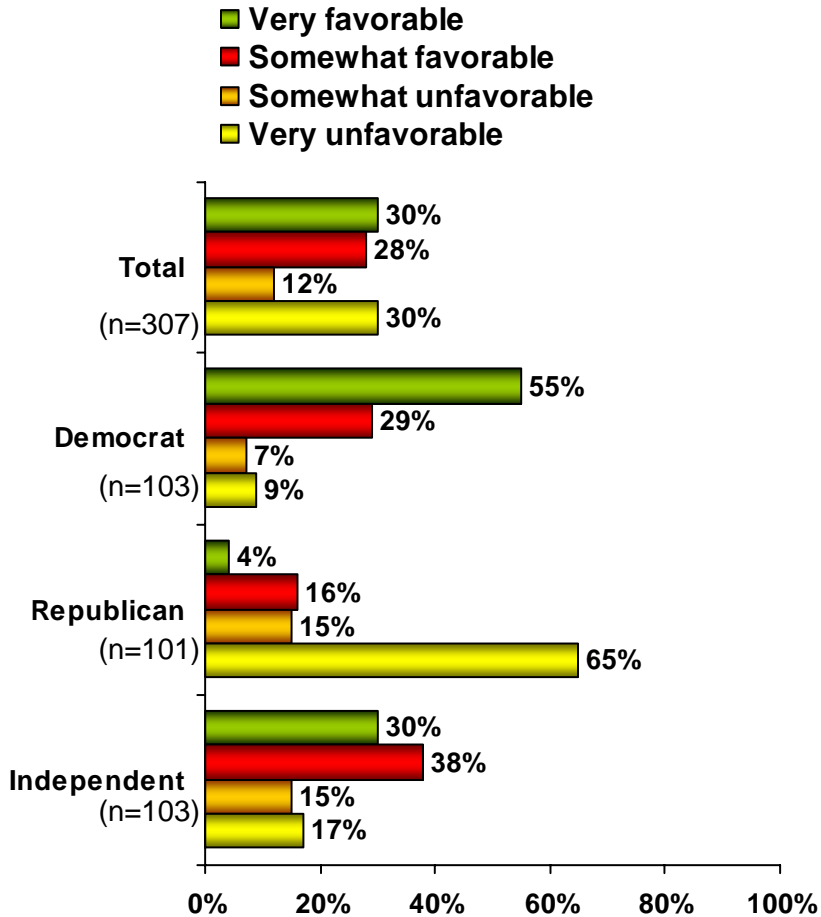
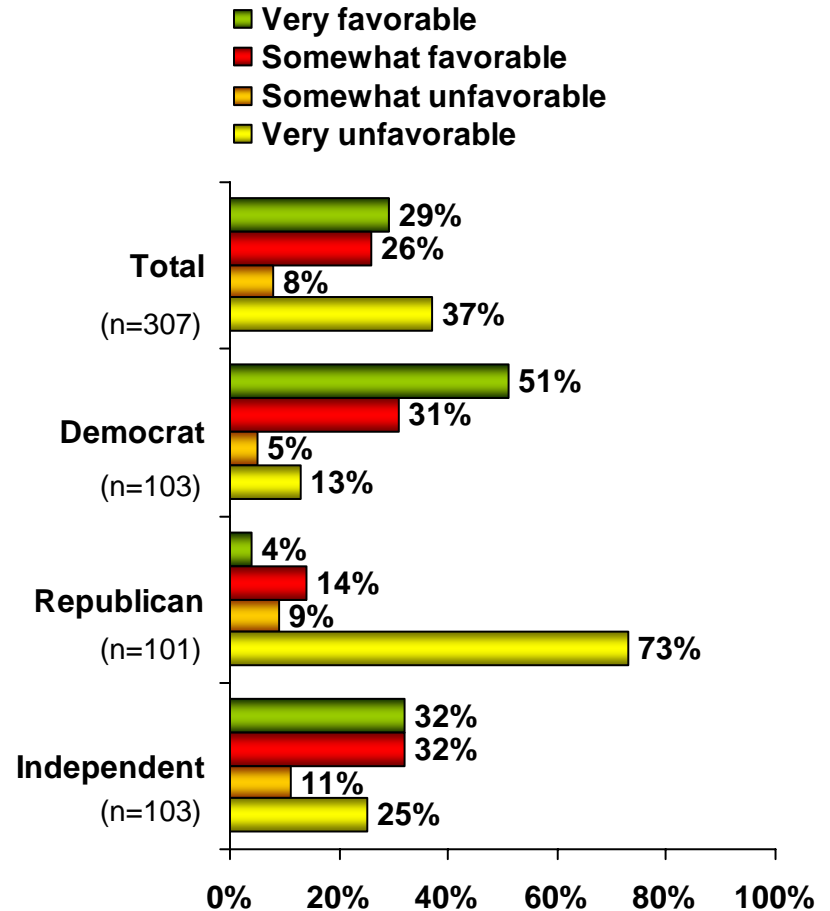


“Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

Before Viewing Video



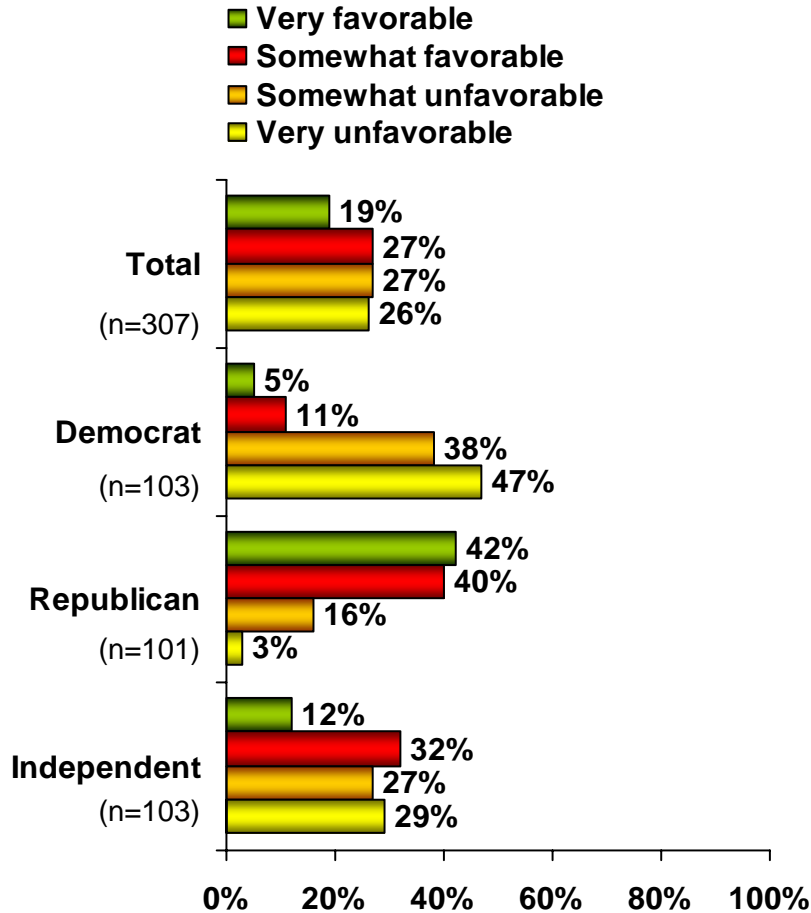
After Viewing Video



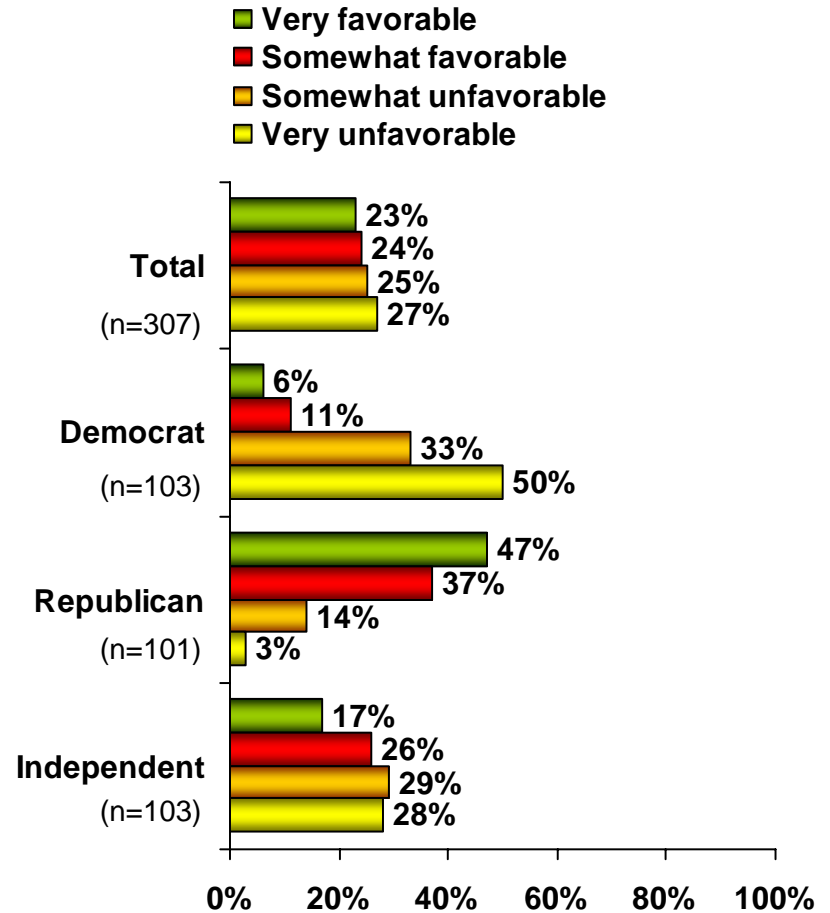
Percentages may not equal 100 due to rounding

“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

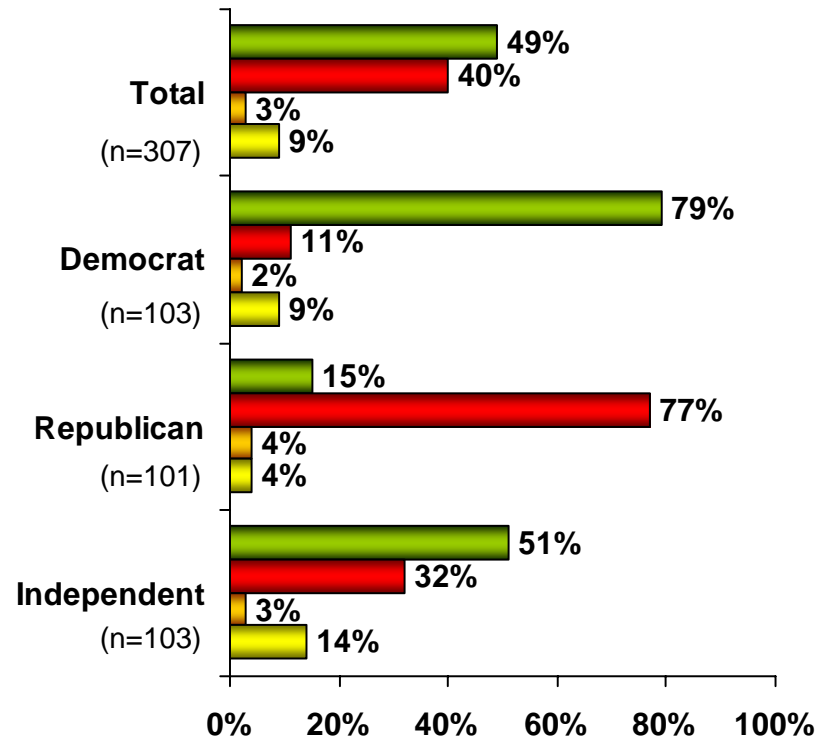
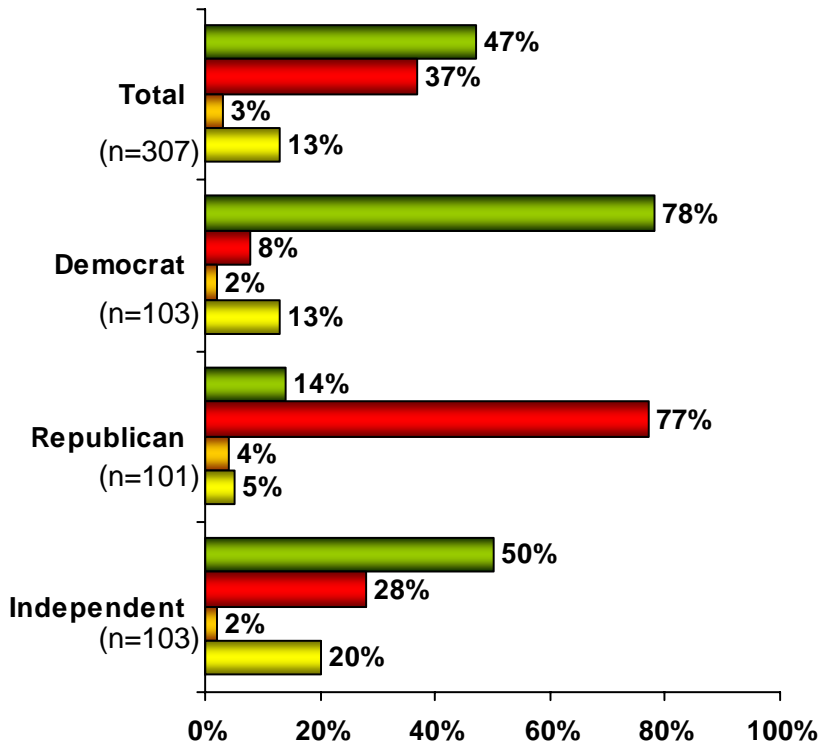
“If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

Before Viewing Video

After Viewing Video

■ Barack Obama ■ John McCain
■ Other Candidate ■ Undecided

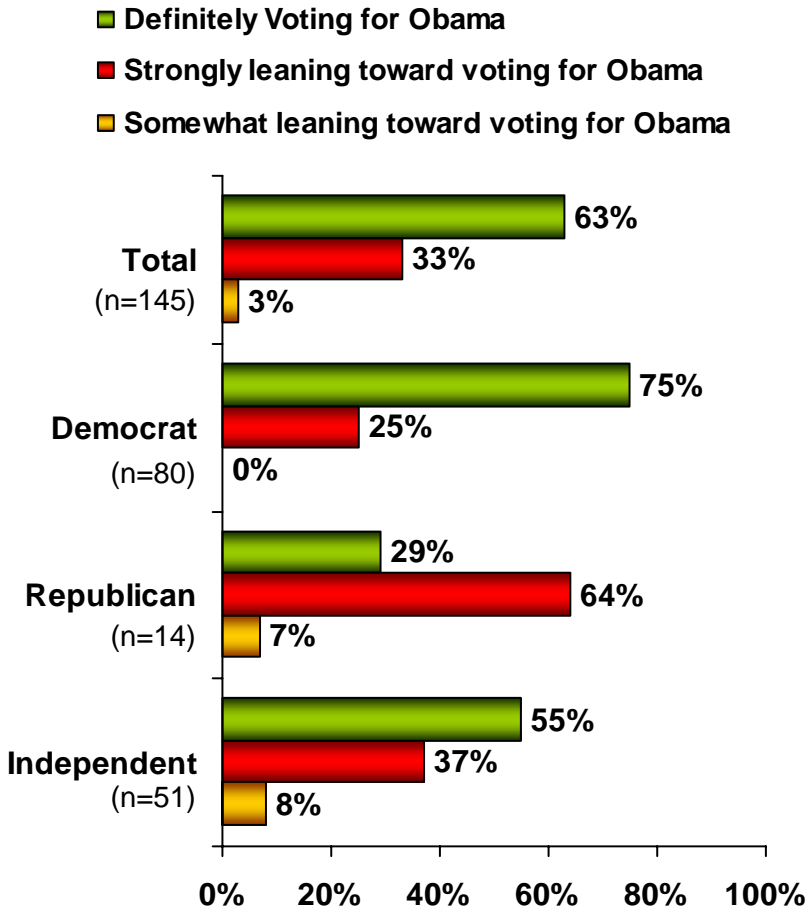
■ Barack Obama ■ John McCain
■ Other Candidate ■ Undecided



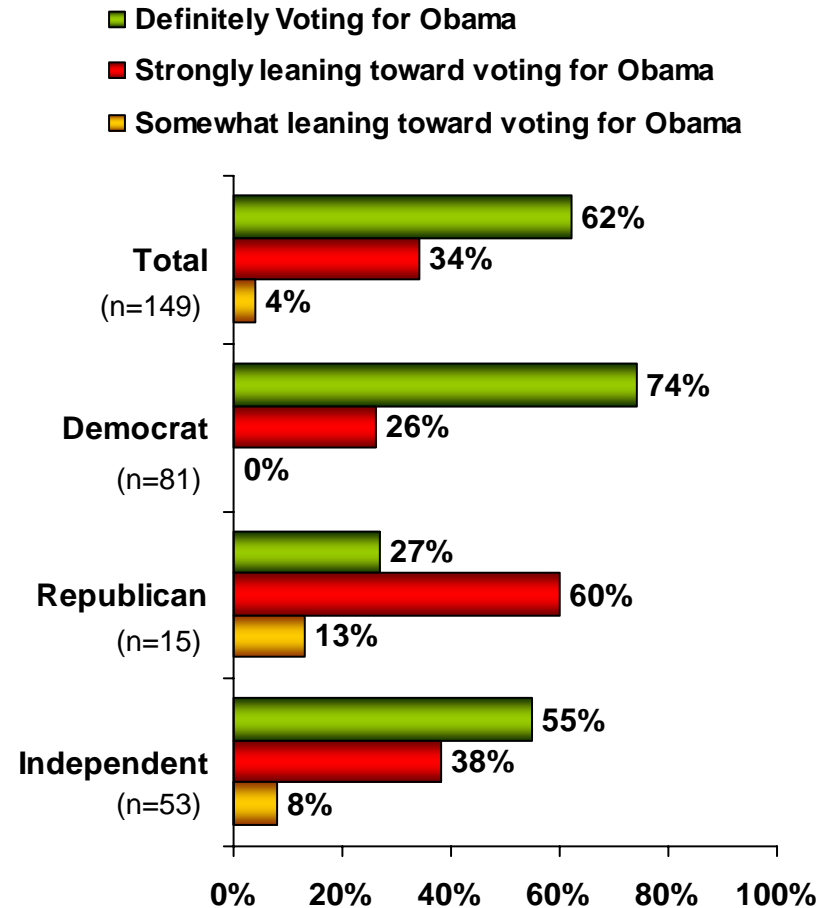
Percentages may not equal 100 due to rounding

**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

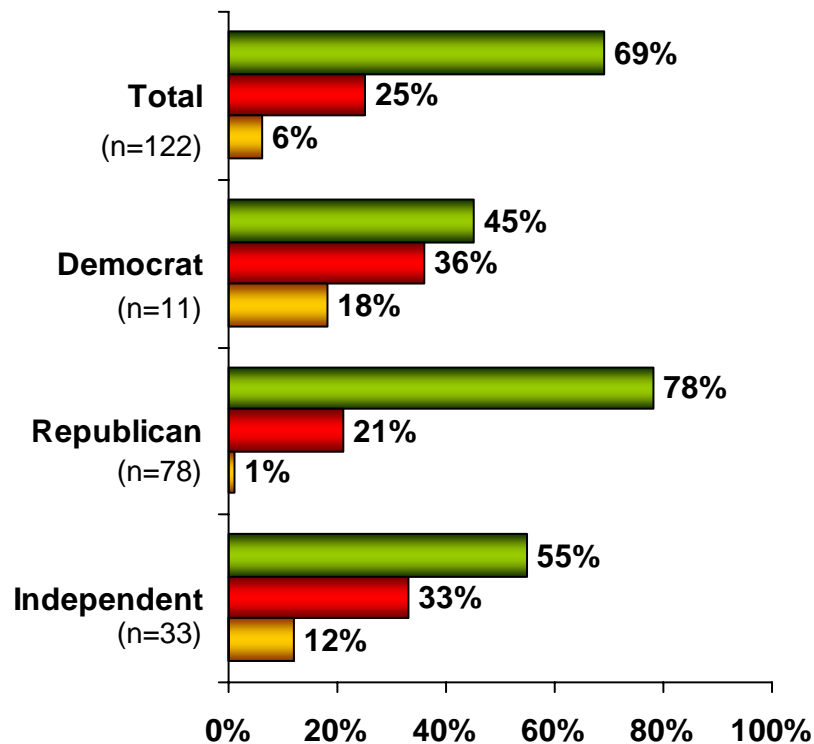
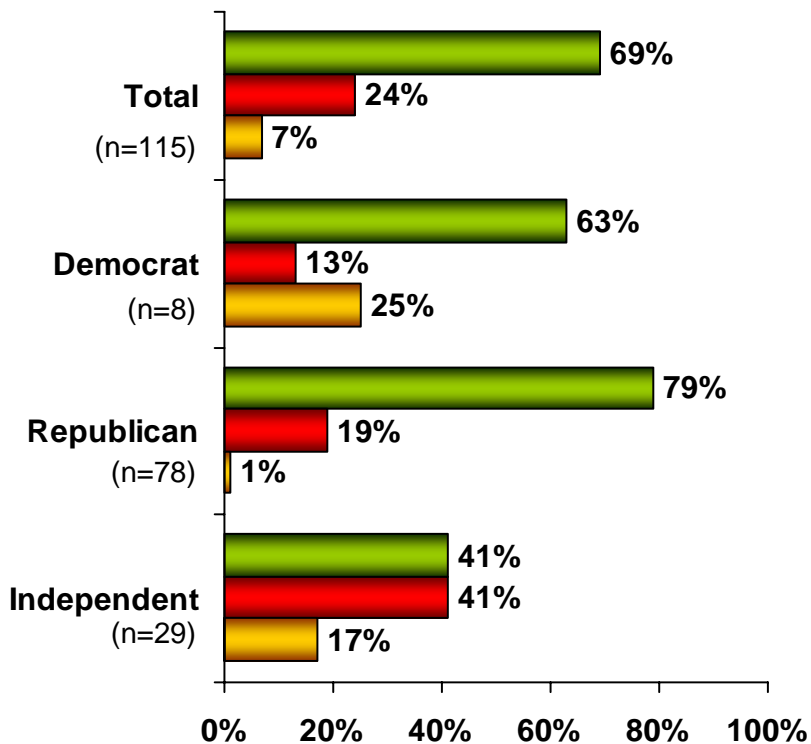
**If respondent indicated they will vote for McCain:
 “Which of the following best describes your likelihood to vote for John McCain
 in the 2008 Presidential Election?”**

Before Viewing Video

After Viewing Video

- Definitely Voting for McCain
- Strongly leaning towards voting for McCain
- Somewhat leaning towards voting for McCain

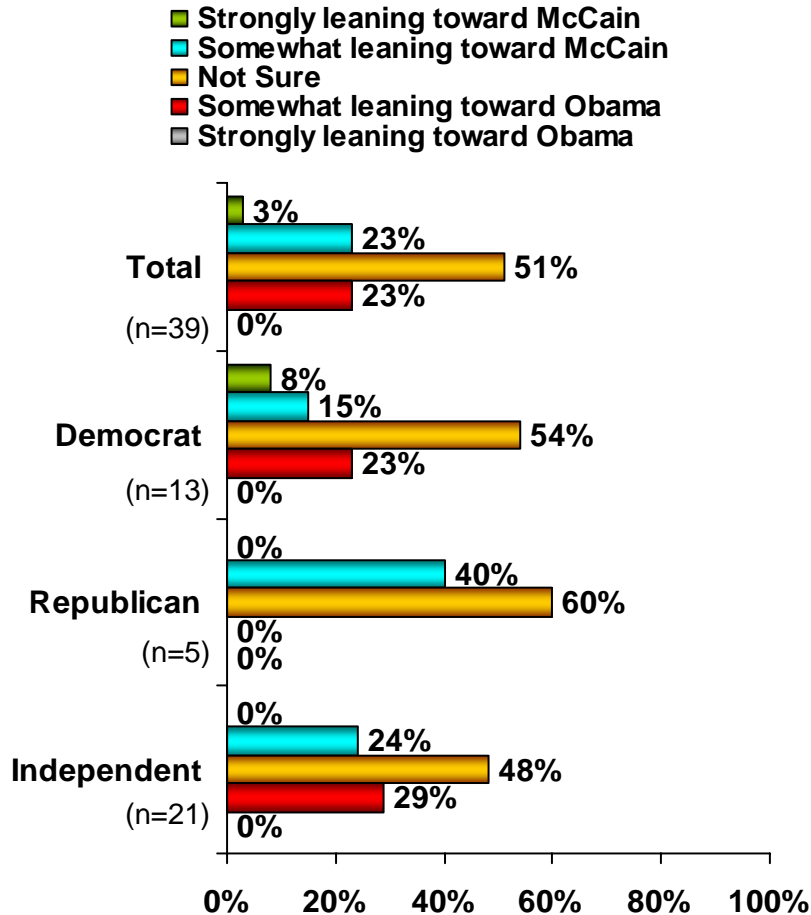
- Definitely Voting for McCain
- Strongly leaning towards voting for McCain
- Somewhat leaning towards voting for McCain



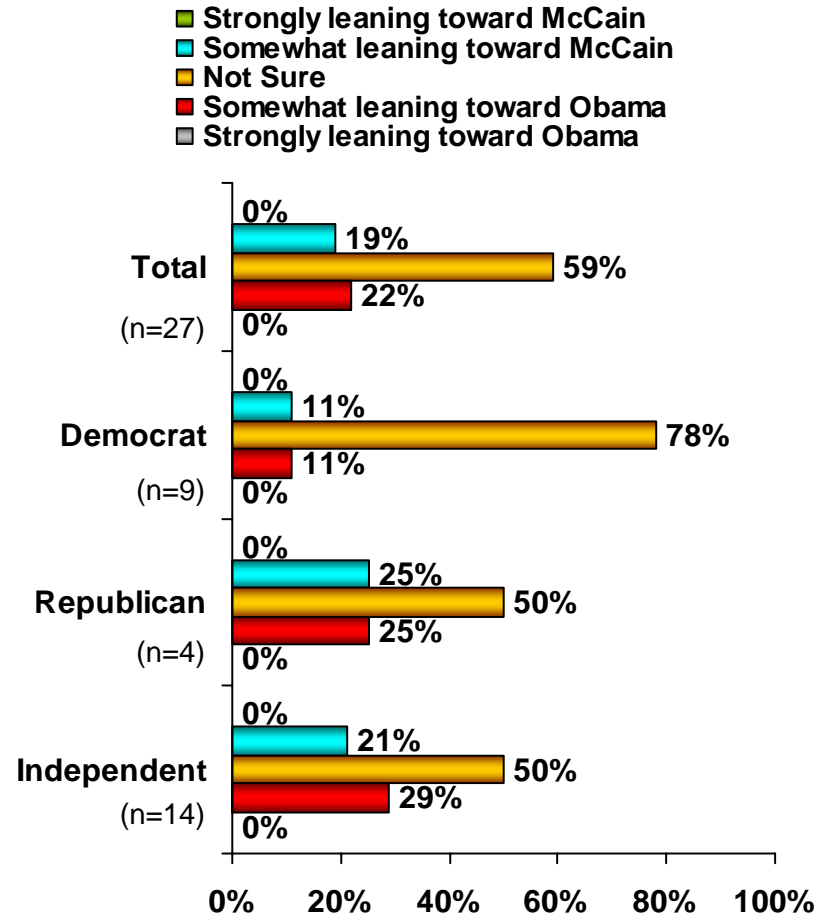
Percentages may not equal 100 due to rounding

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



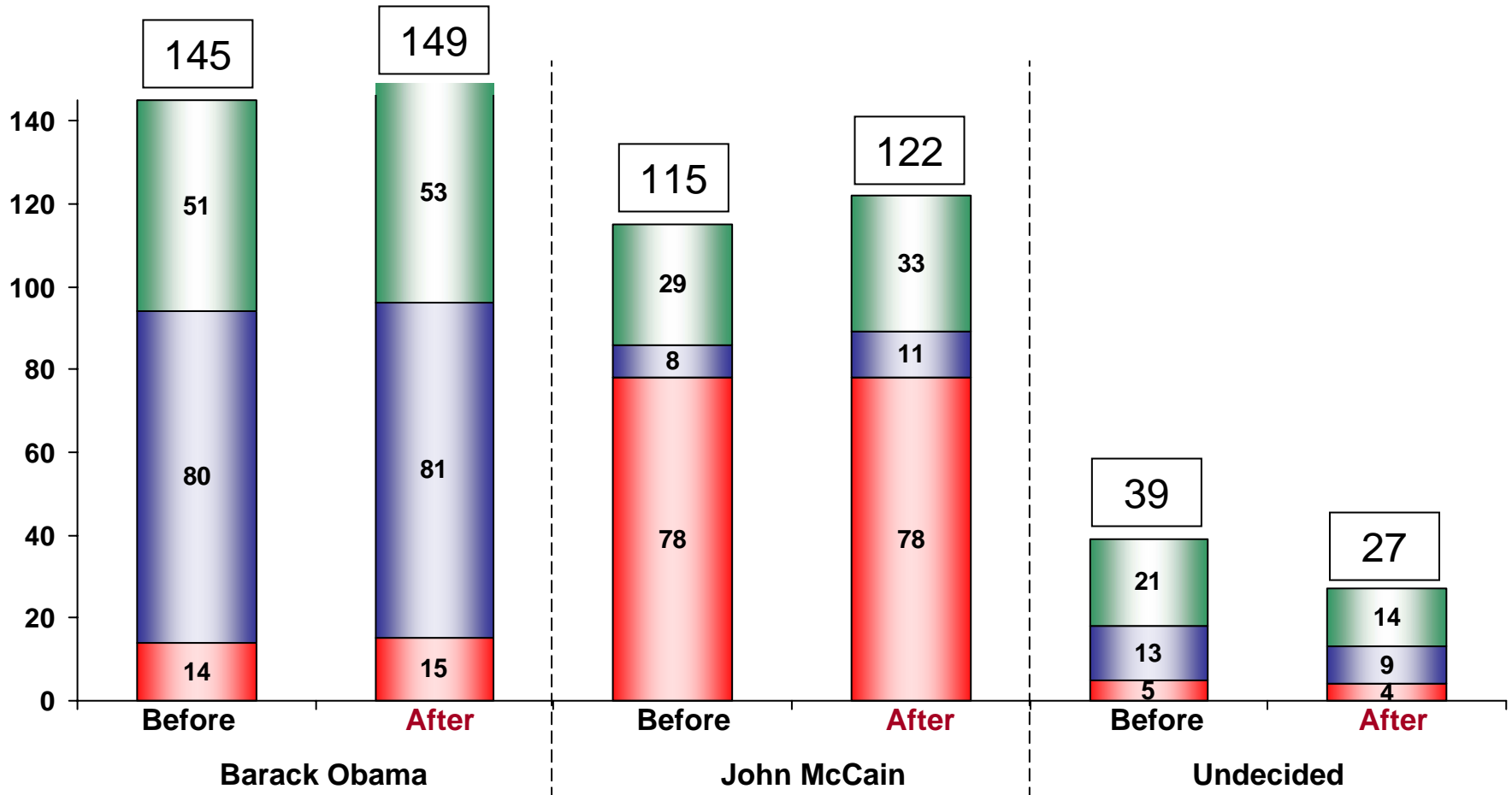
After Viewing Video



Percentages may not equal 100 due to rounding

of Respondents Supporting Each Candidate

■ Republicans
 ■ Democrats
 ■ Independents
 ■



“Which of the following issues concerns you most about John McCain’s ability to lead?”

Before Viewing Video

	Total (n=307)	Registered Democrat (n=103)	Registered Republican (n=101)	Registered Independent (n=103)
Race	0%	0%	1%	0%
Gender	0%	0%	0%	0%
Age	23%	26%	19%	24%
Health	12%	10%	13%	14%
Experience	7%	9%	7%	6%
Religious beliefs	6%	8%	3%	8%
Other	26%	39%	13%	25%
None	25%	9%	45%	23%

After Viewing Video

	Total (n=307)	Registered Democrat (n=103)	Registered Republican (n=101)	Registered Independent (n=103)
Race	1%	1%	1%	0%
Gender	0%	0%	0%	0%
Age	16%	16%	16%	16%
Health	32%	38%	23%	35%
Experience	4%	4%	4%	3%
Religious beliefs	5%	5%	2%	7%
Other	19%	31%	8%	17%
None	25%	6%	47%	22%

Percentages may not equal 100 due to rounding

“Which of the following issues concerns you most about Barack Obama’s ability to lead?”

Before Viewing Video

After Viewing Video

	Total (n=307)	Registered Democrat (n=103)	Registered Republican (n=101)	Registered Independent (n=103)
Race	4%	5%	5%	2%
Gender	0%	0%	0%	0%
Age	1%	0%	0%	2%
Health	1%	2%	1%	1%
Experience	50%	36%	62%	50%
Religious beliefs	10%	8%	17%	6%
Other	11%	13%	12%	10%
None	23%	37%	3%	29%

	Total (n=307)	Registered Democrat (n=103)	Registered Republican (n=101)	Registered Independent (n=103)
Race	4%	3%	4%	4%
Gender	0%	0%	0%	0%
Age	1%	1%	0%	1%
Health	1%	3%	1%	0%
Experience	51%	39%	62%	51%
Religious beliefs	9%	6%	18%	4%
Other	12%	12%	12%	12%
None	23%	37%	3%	28%

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

	Total (n=307)	Registered Democrat (n=103)	Registered Republican (n=101)	Registered Independent (n=103)
Anger	26%	16%	35%	28%
Inspiration	2%	3%	2%	2%
Sadness	30%	29%	30%	31%
Skepticism	26%	24%	31%	23%
Confusion	8%	11%	6%	7%
Disturbing	49%	58%	41%	49%
Embarrassment	9%	11%	8%	9%
Pride	2%	2%	1%	3%
Happiness	1%	1%	0%	3%

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

	Total (n=307)	Registered Democrat (n=103)	Registered Republican (n=101)	Registered Independent (n=103)
Anger	19%	8%	28%	20%
Inspiration	2%	3%	2%	2%
Sadness	18%	17%	20%	17%
Skepticism	17%	17%	17%	17%
Confusion	6%	7%	4%	6%
Disturbing	34%	44%	26%	31%
Embarrassment	4%	5%	3%	4%
Pride	1%	0%	1%	2%
Happiness	0%	0%	0%	1%

Percentages may not equal 100 due to rounding