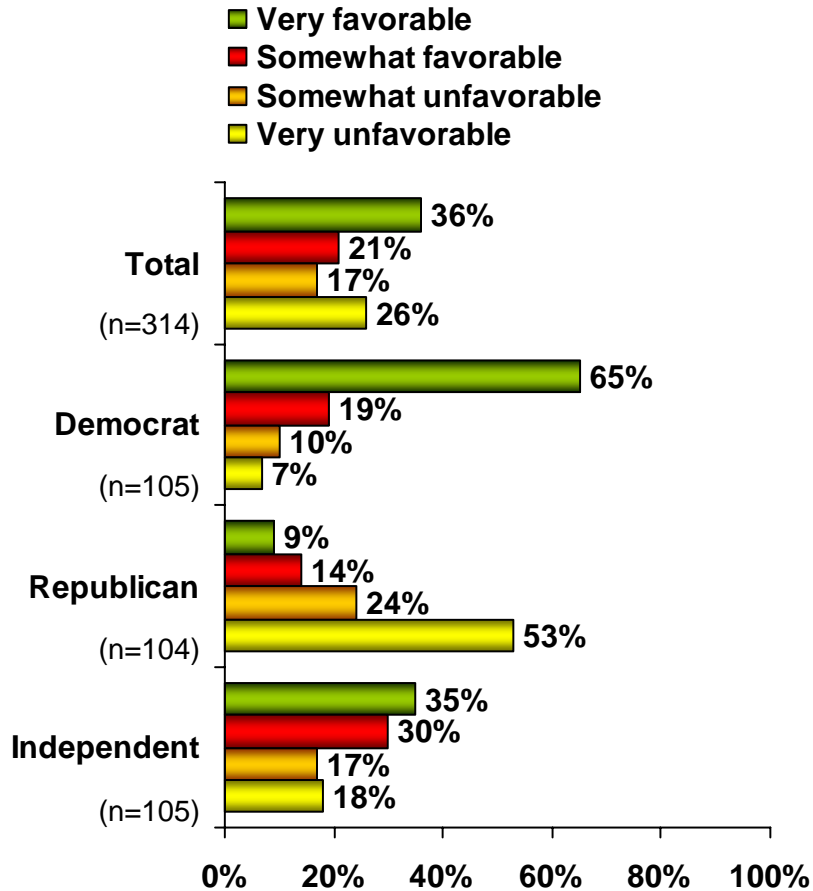
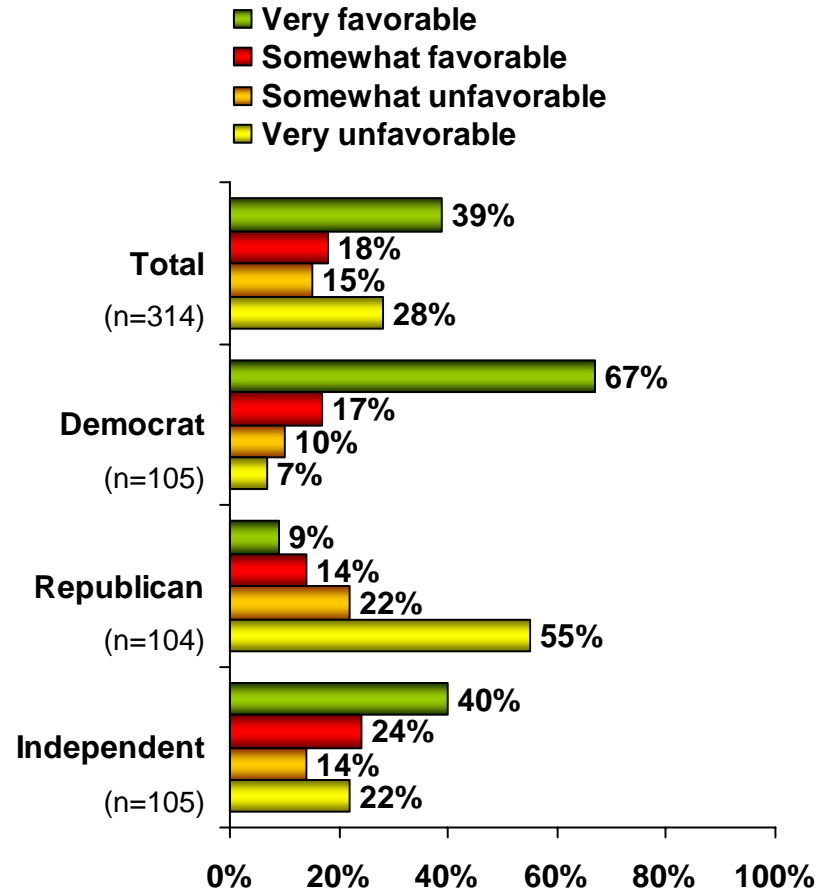


“Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

Before Viewing Video



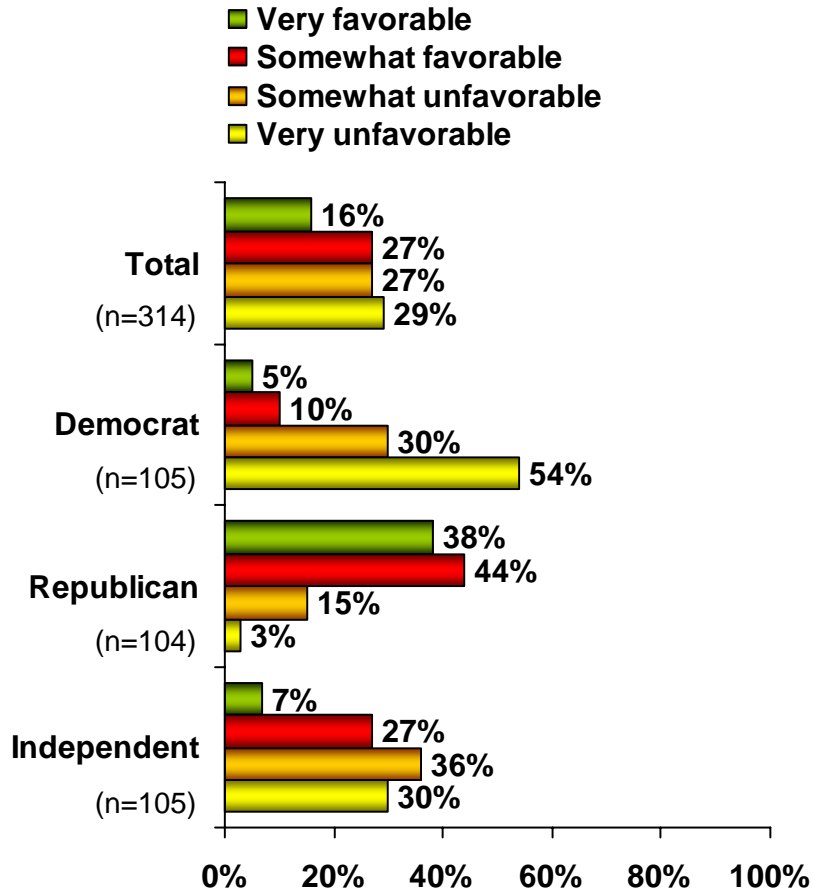
After Viewing Video



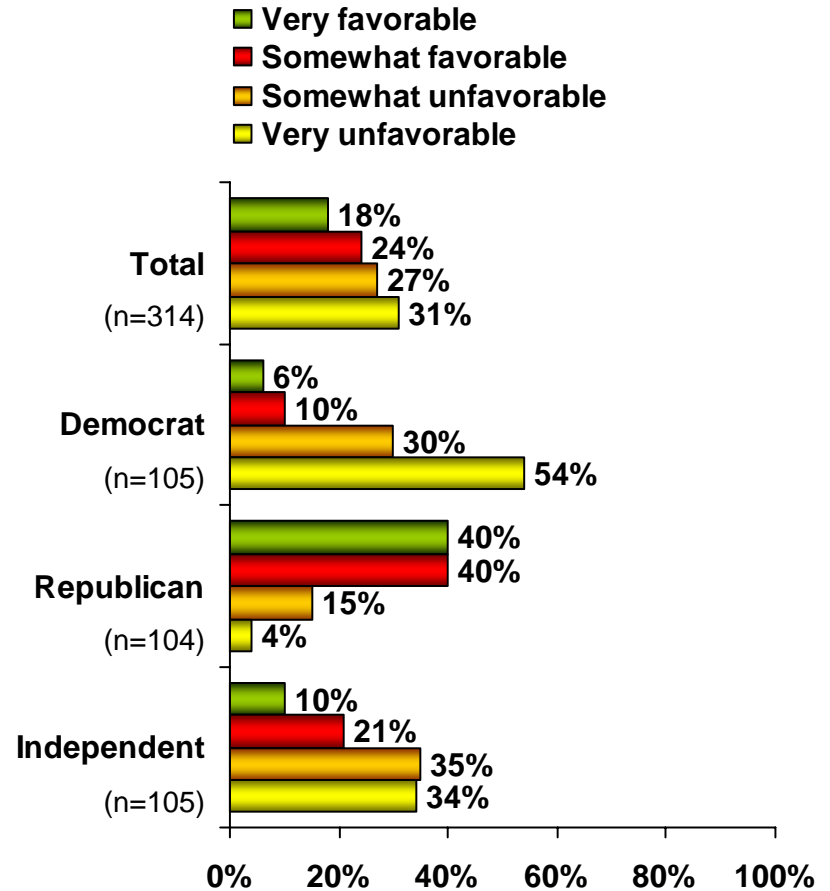
Percentages may not equal 100 due to rounding

“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

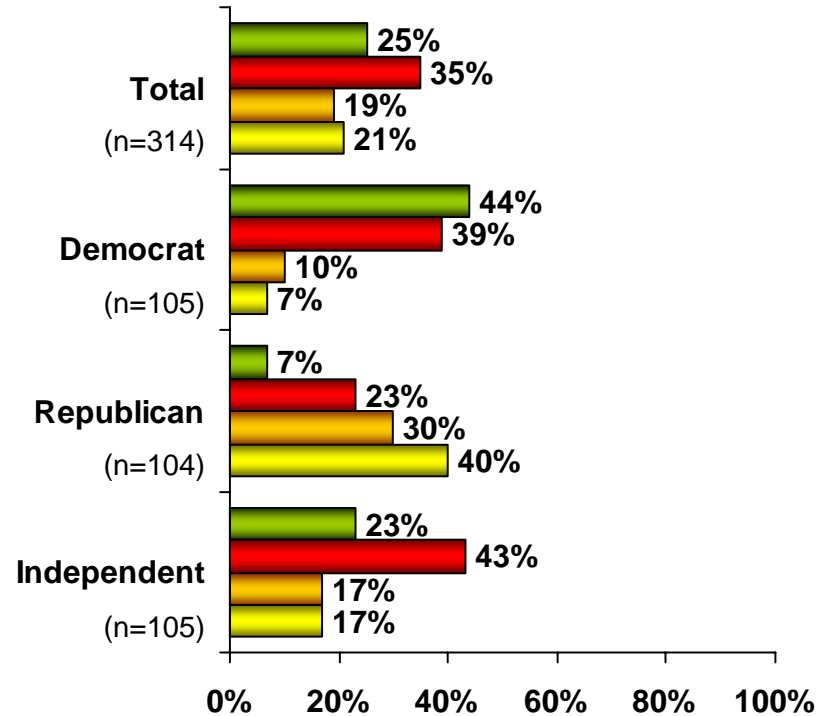
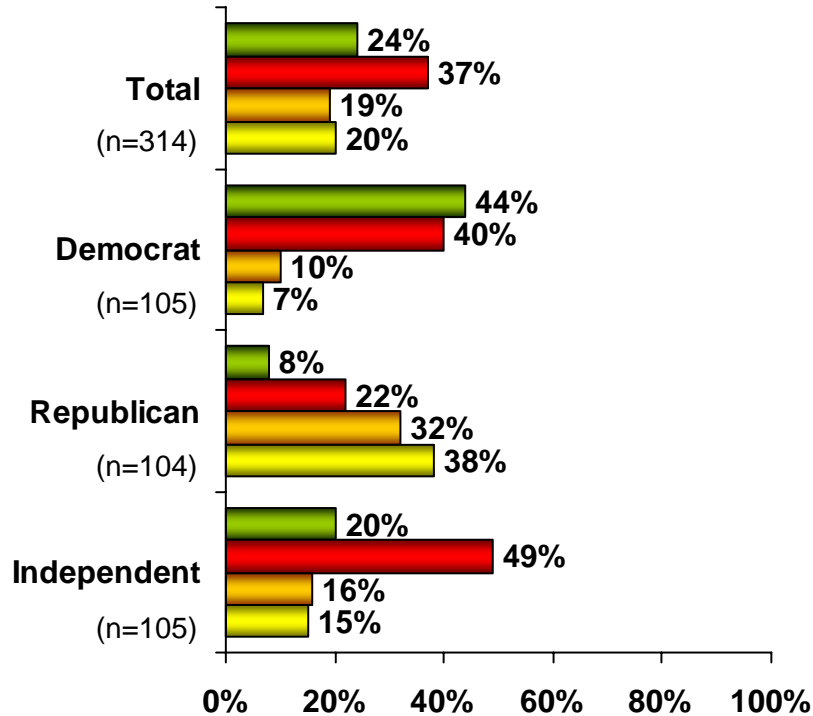
“Which of the following best describes your overall opinion of Joe Biden in the 2008 Presidential Election?”

Before Viewing Video

After Viewing Video

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

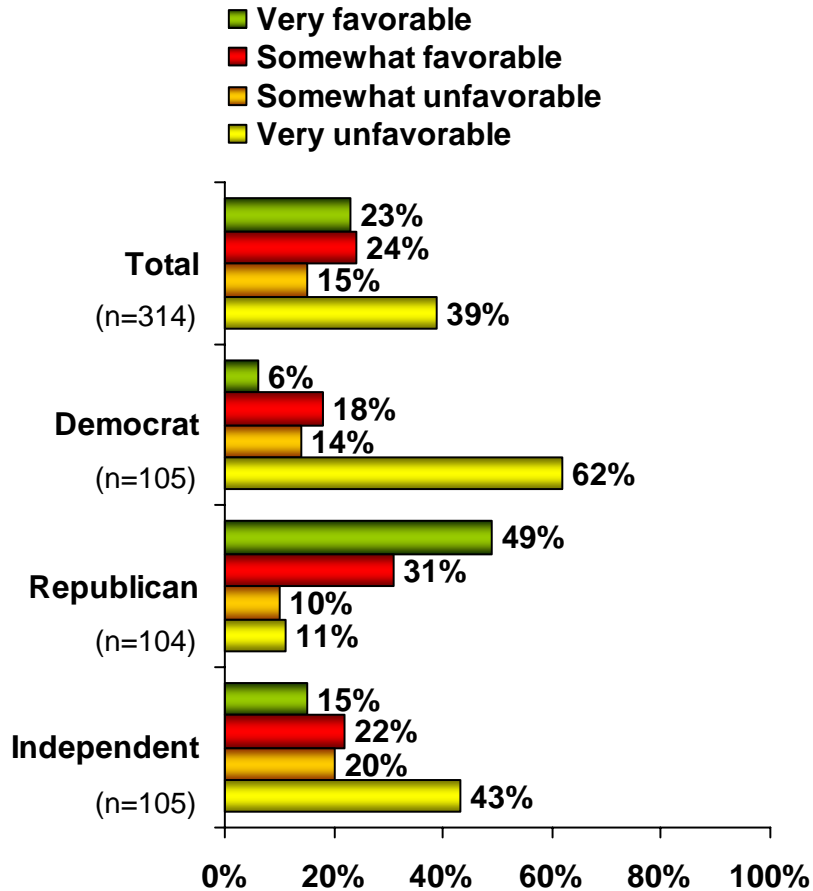
- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable



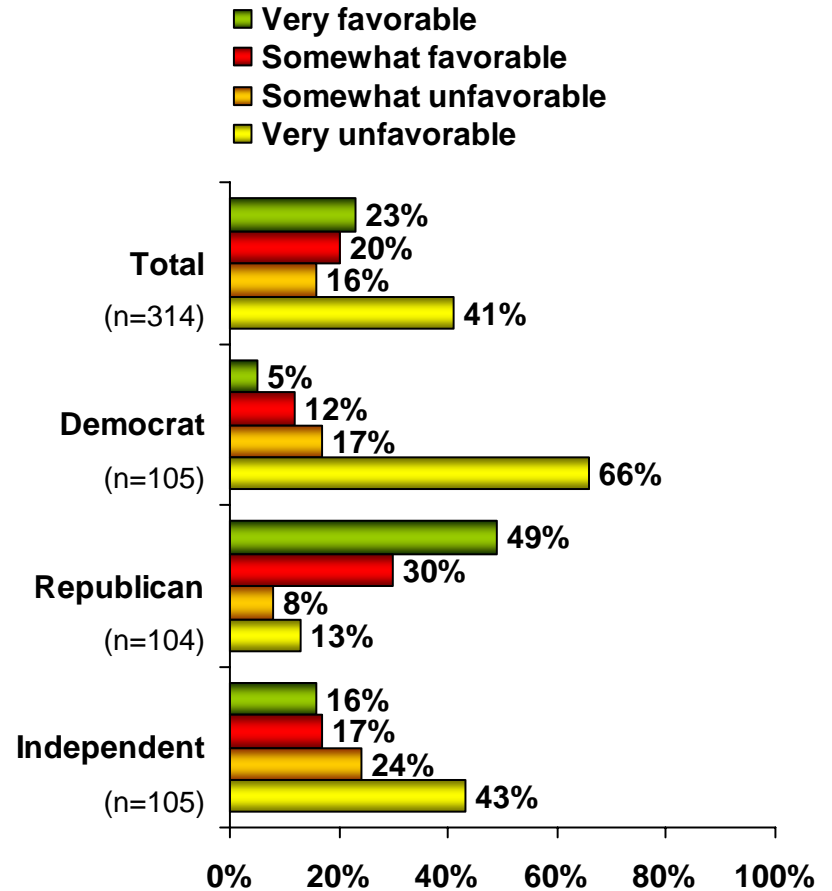
Percentages may not equal 100 due to rounding

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

Before Viewing Video



After Viewing Video



Percentages may not equal 100 due to rounding

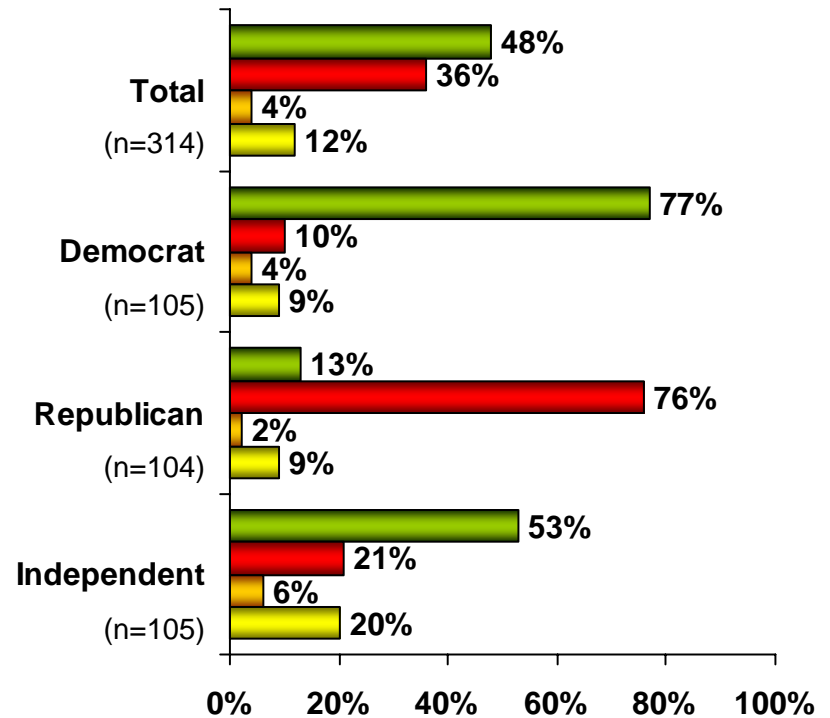
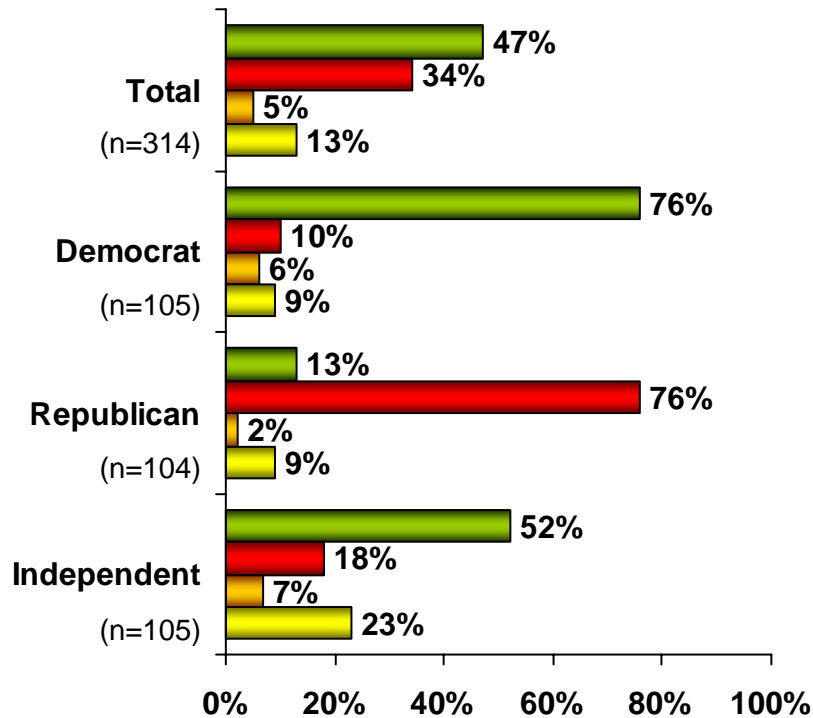
“If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

Before Viewing Video

After Viewing Video

■ Barack Obama ■ John McCain
■ Other Candidate ■ Undecided

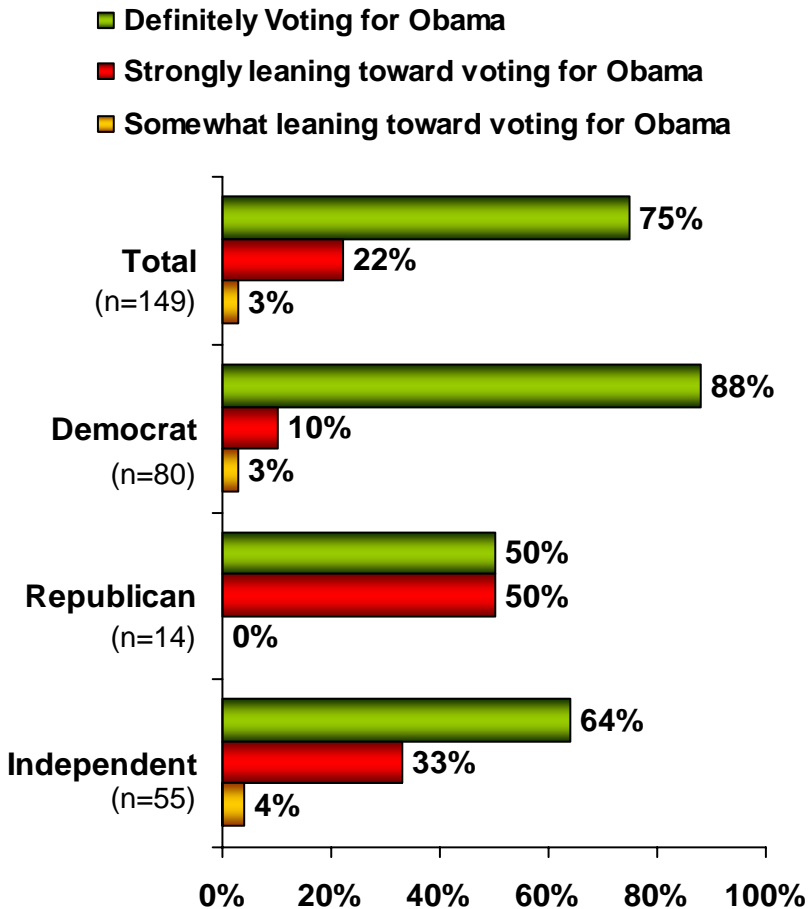
■ Barack Obama ■ John McCain
■ Other Candidate ■ Undecided



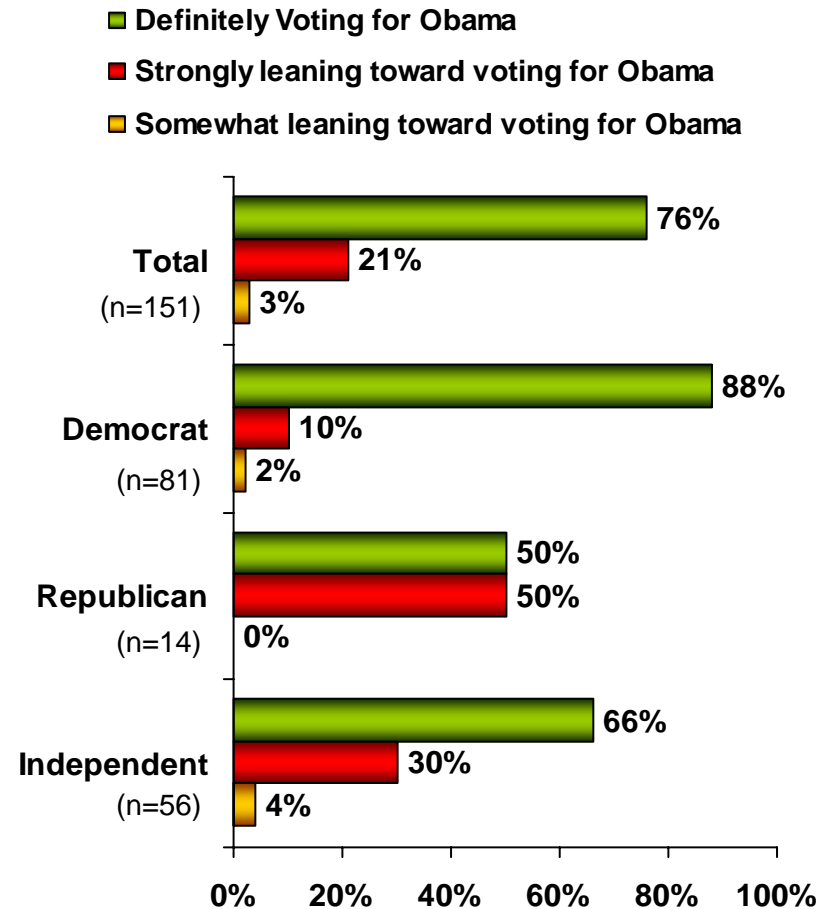
Percentages may not equal 100 due to rounding

**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

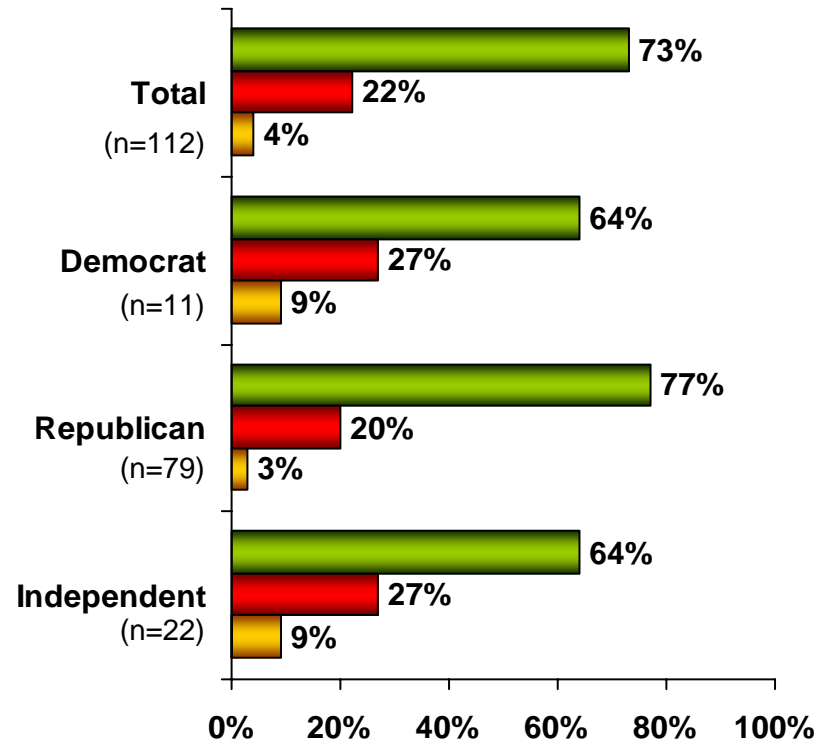
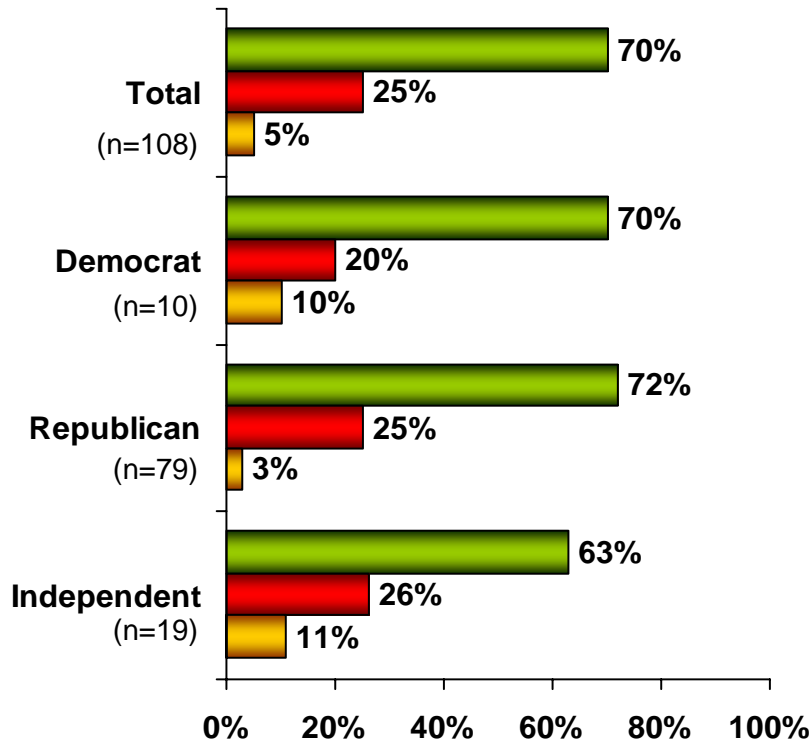
**If respondent indicated they will vote for McCain:
 “Which of the following best describes your likelihood to vote for John McCain
 in the 2008 Presidential Election?”**

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

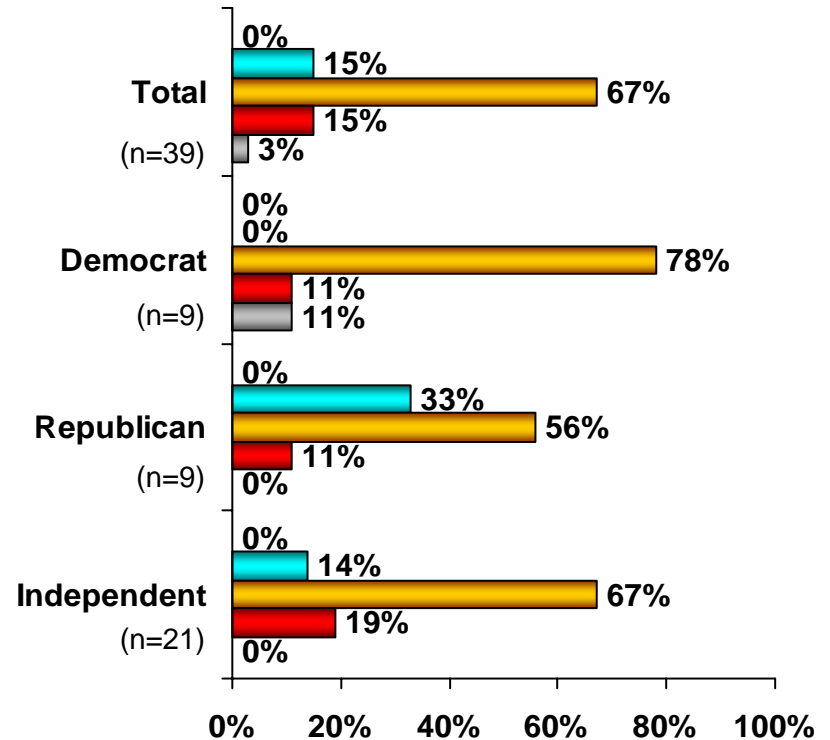
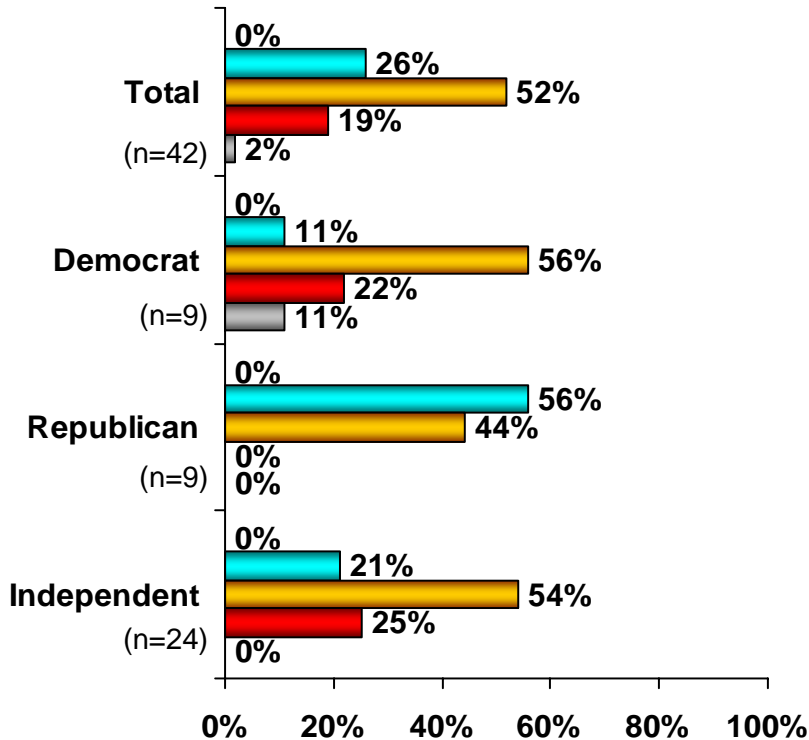
If respondent indicated they are undecided:
“We understand that you are undecided; which of the following best describes your position between voting for John McCain and Barack Obama?”

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



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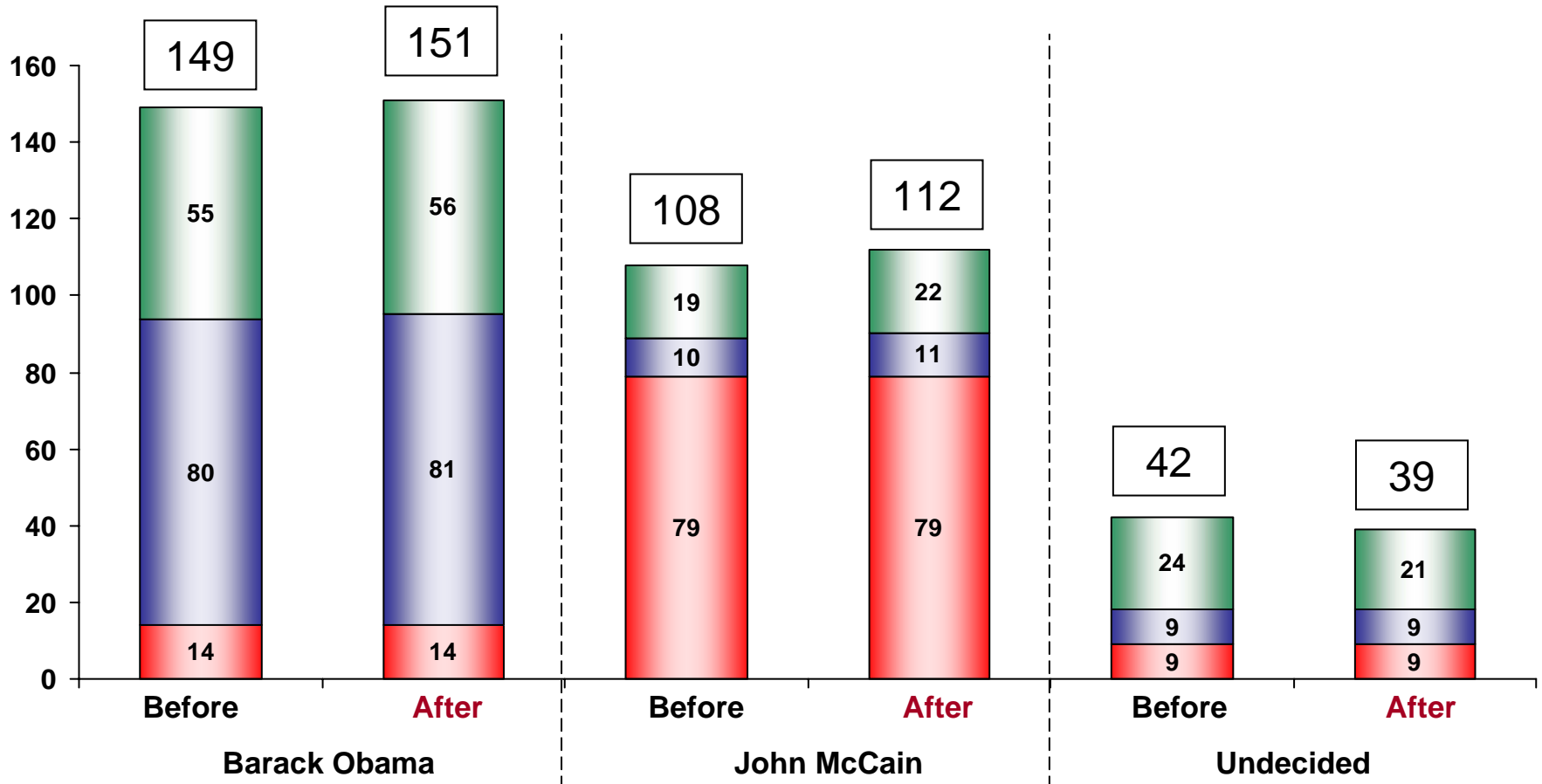
9

9

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Percentages may not equal 100 due to rounding

of Respondents Supporting Each Candidate



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

After Viewing Video

	Total (n=314)	Registered Democrat (n=105)	Registered Republican (n=104)	Registered Independent (n=105)
Anger	13%	10%	20%	8%
Inspiration	4%	4%	5%	4%
Sadness	11%	15%	11%	9%
Skepticism	18%	18%	24%	10%
Confusion	13%	18%	7%	13%
Disturbing	21%	28%	17%	19%
Embarrassment	29%	33%	28%	26%
Pride	4%	3%	5%	3%
Happiness	46%	47%	36%	56%

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=314)	Registered Democrat (n=105)	Registered Republican (n=104)	Registered Independent (n=105)
Anger	8%	4%	13%	6%
Inspiration	1%	3%	1%	0%
Sadness	4%	4%	7%	0%
Skepticism	9%	8%	15%	4%
Confusion	7%	8%	4%	9%
Disturbing	11%	12%	9%	10%
Embarrassment	19%	17%	18%	21%
Pride	2%	1%	3%	2%
Happiness	41%	44%	30%	49%

Percentages may not equal 100 due to rounding