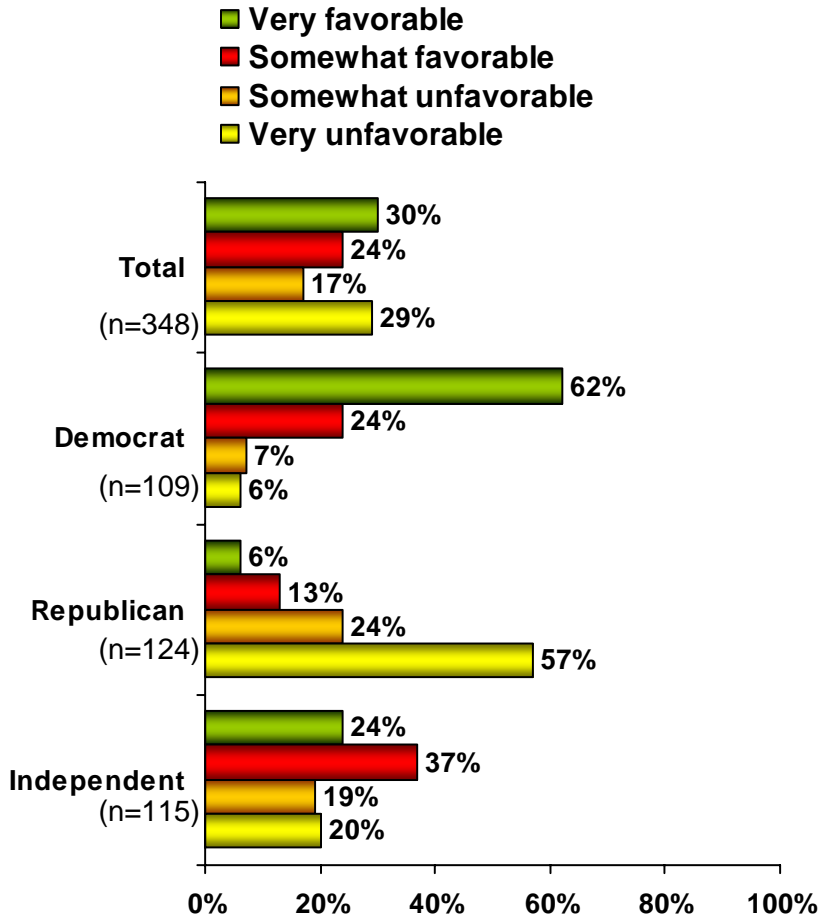
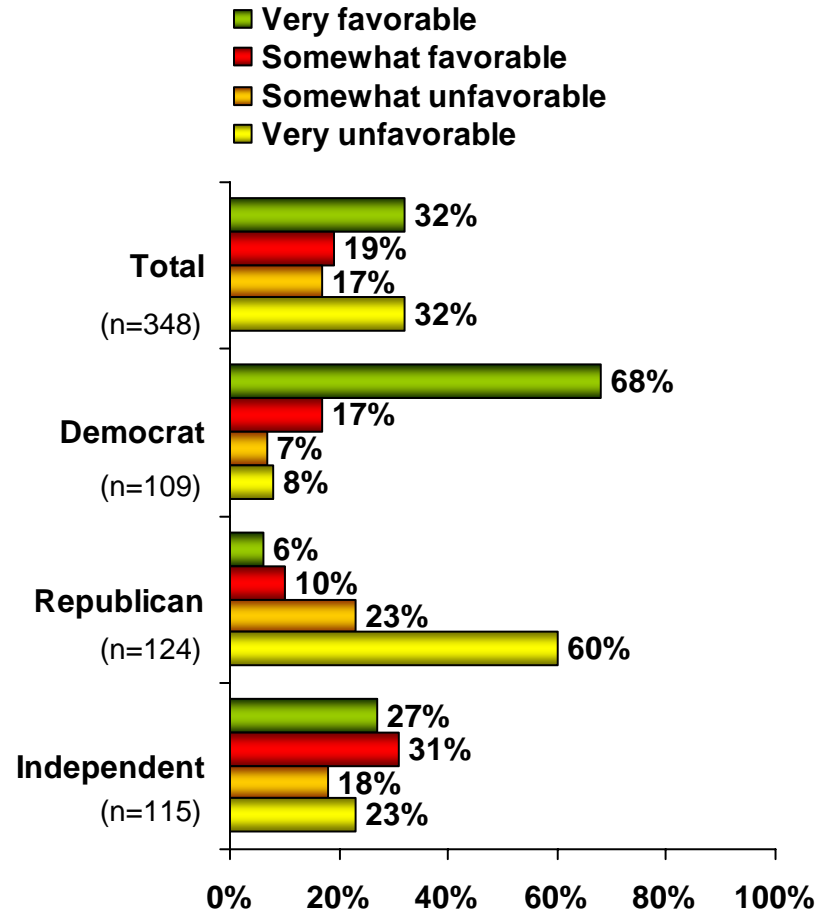


# “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

## Before Viewing Video



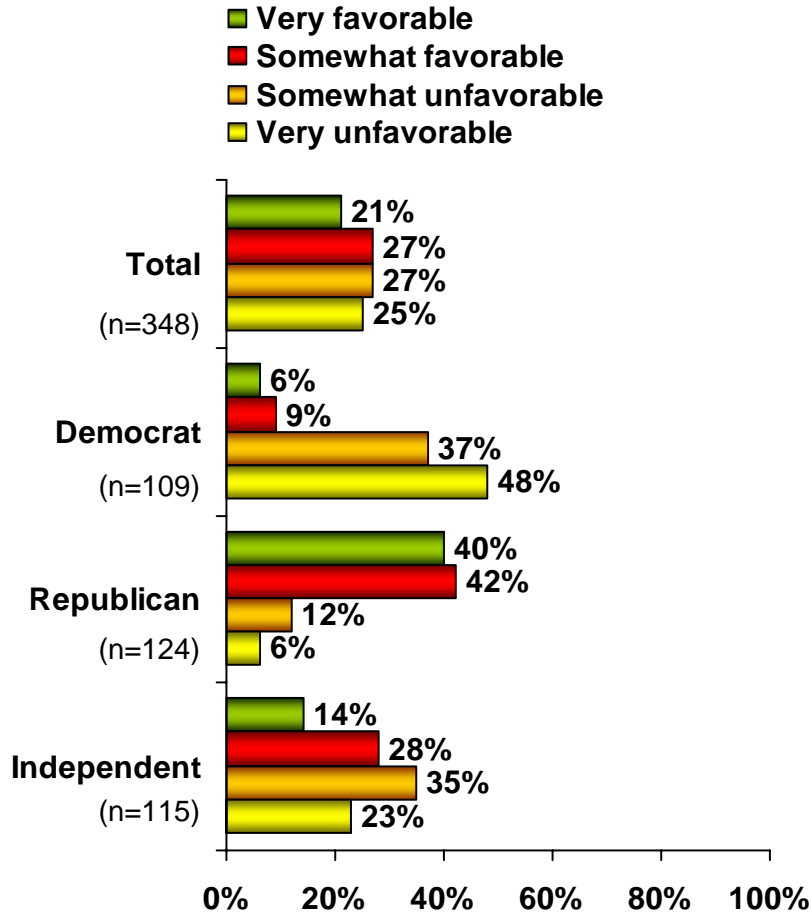
## After Viewing Video



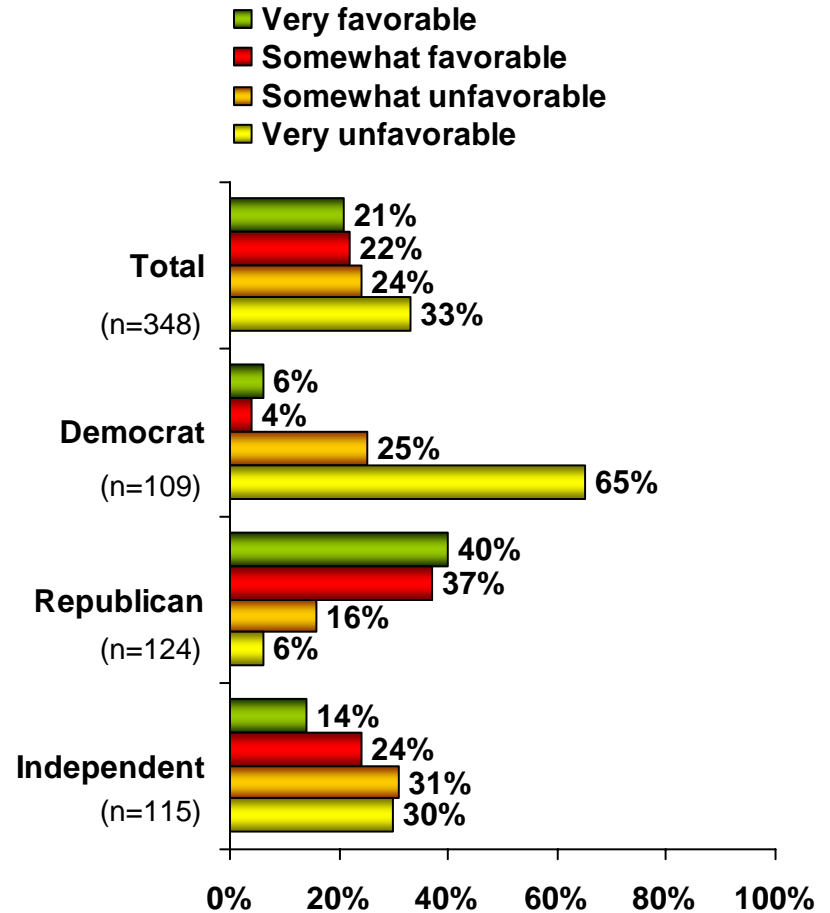
Percentages may not equal 100 due to rounding

# “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

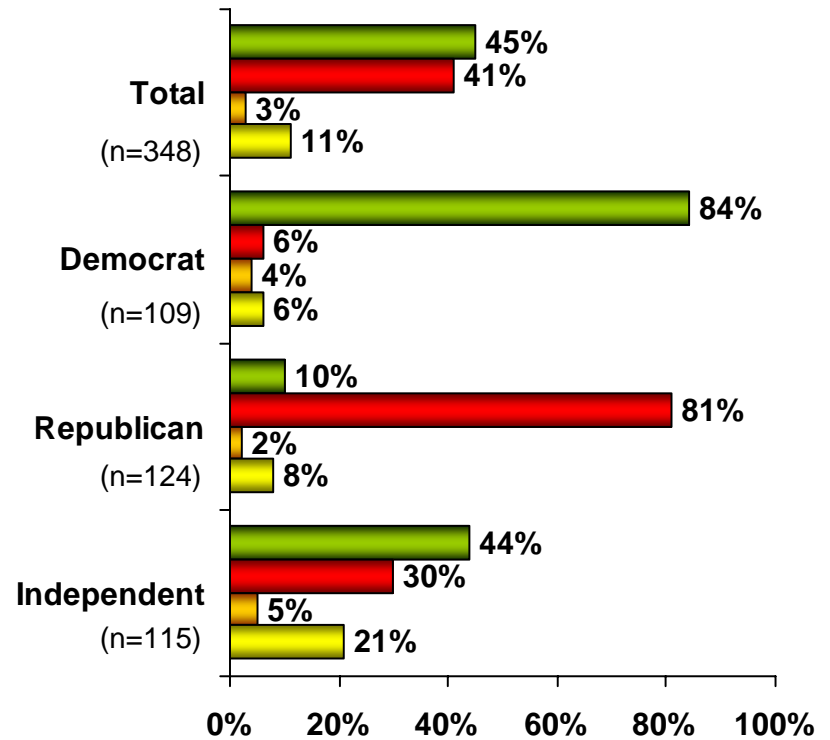
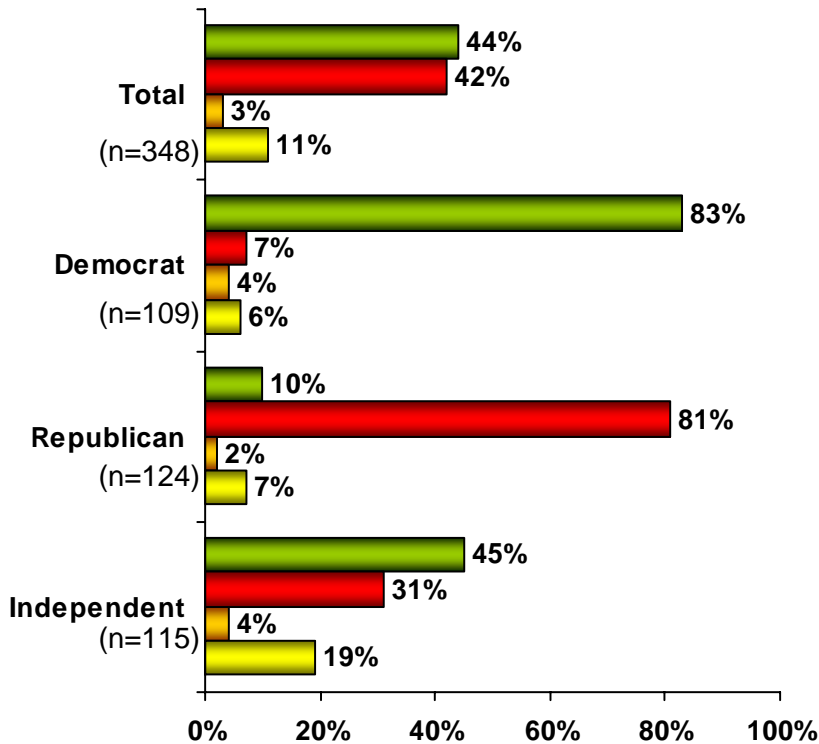
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

## Before Viewing Video

## After Viewing Video

■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided

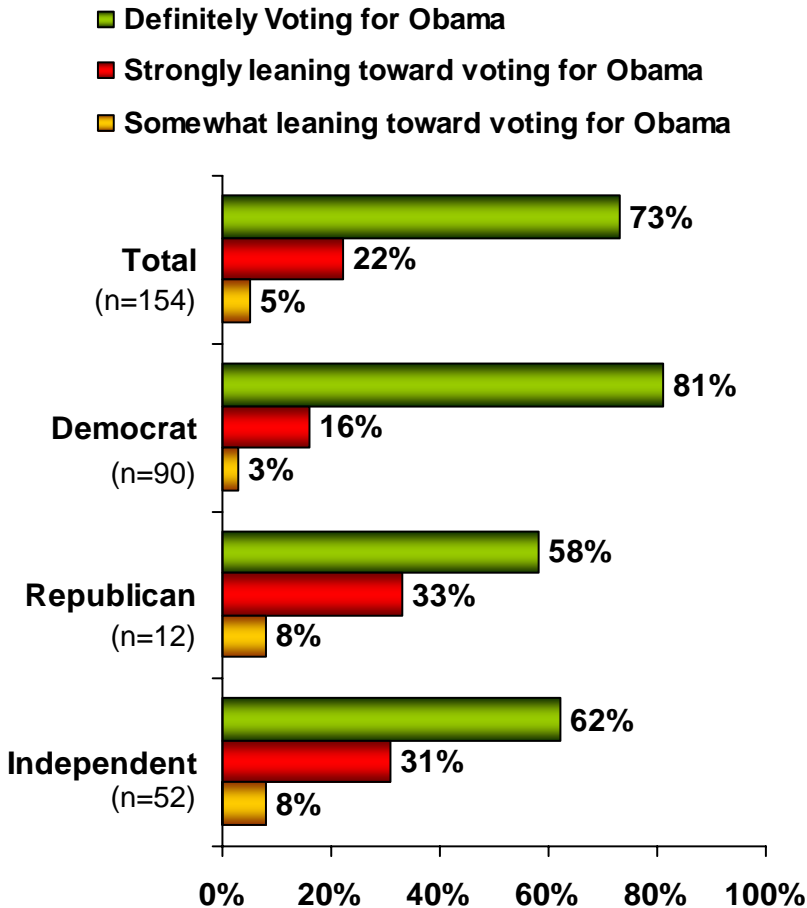
■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided



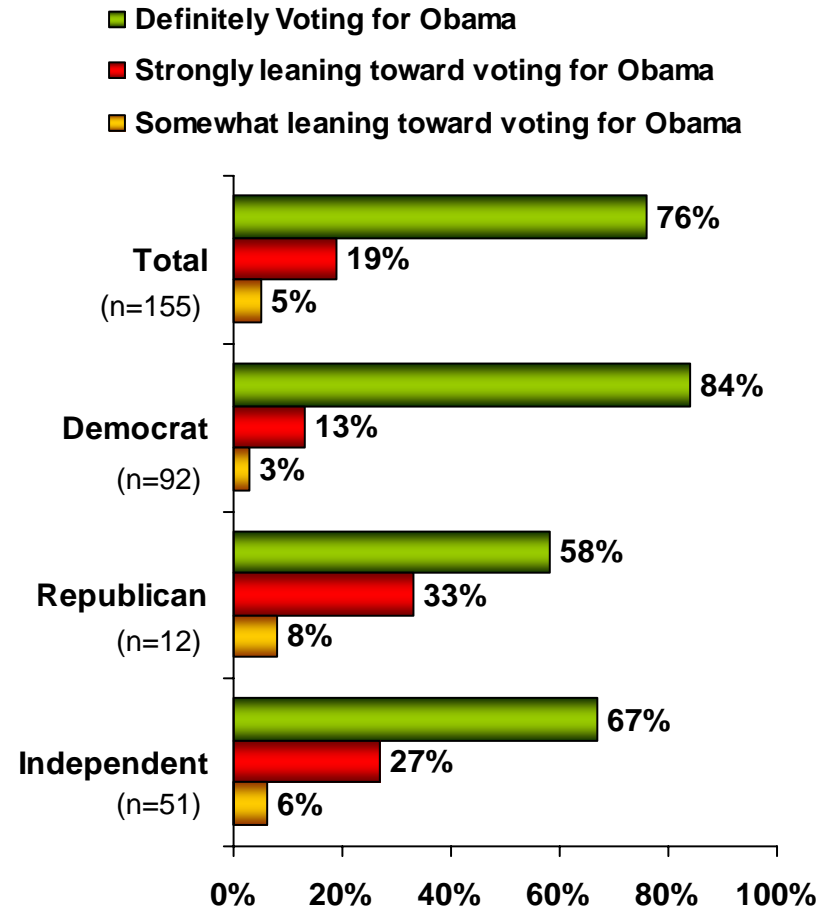
Percentages may not equal 100 due to rounding

**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

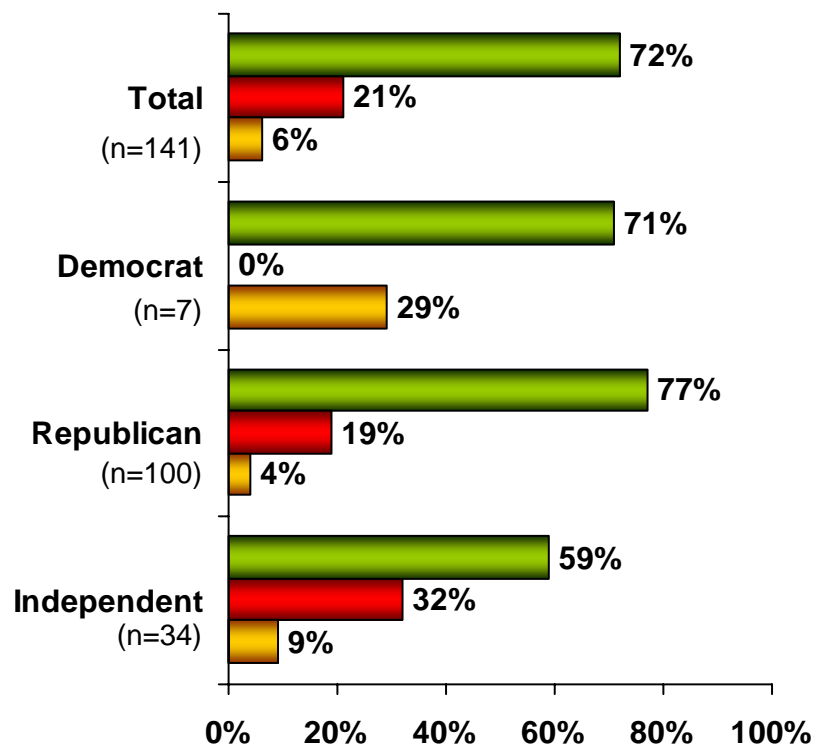
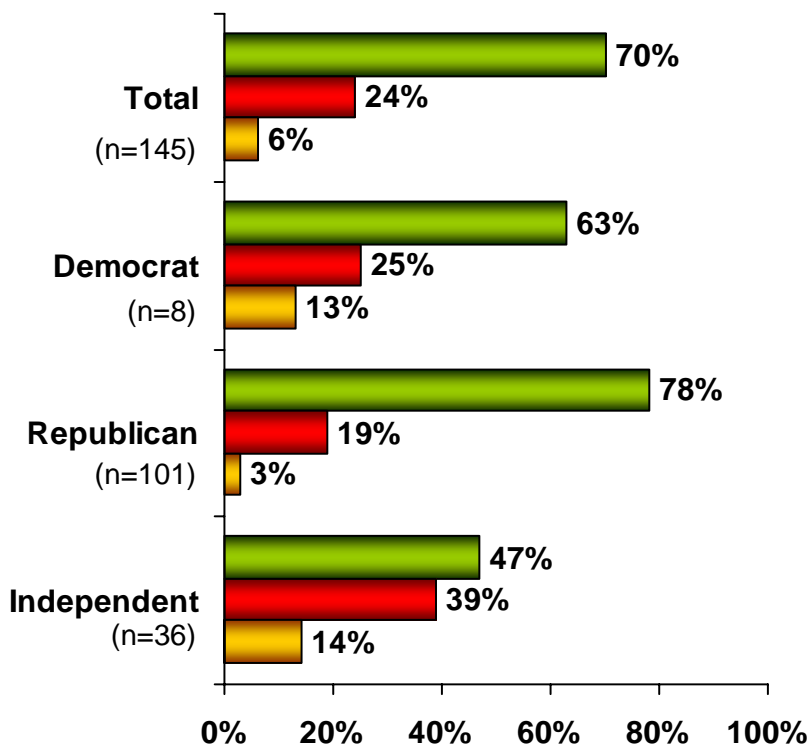
**If respondent indicated they will vote for McCain:  
 “Which of the following best describes your likelihood to vote for John McCain  
 in the 2008 Presidential Election?”**

**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

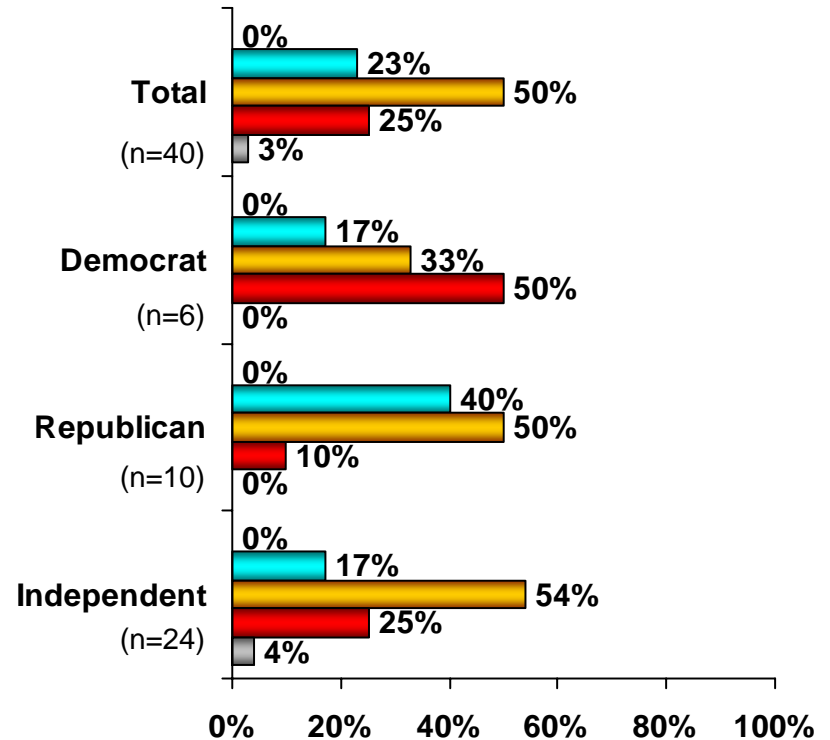
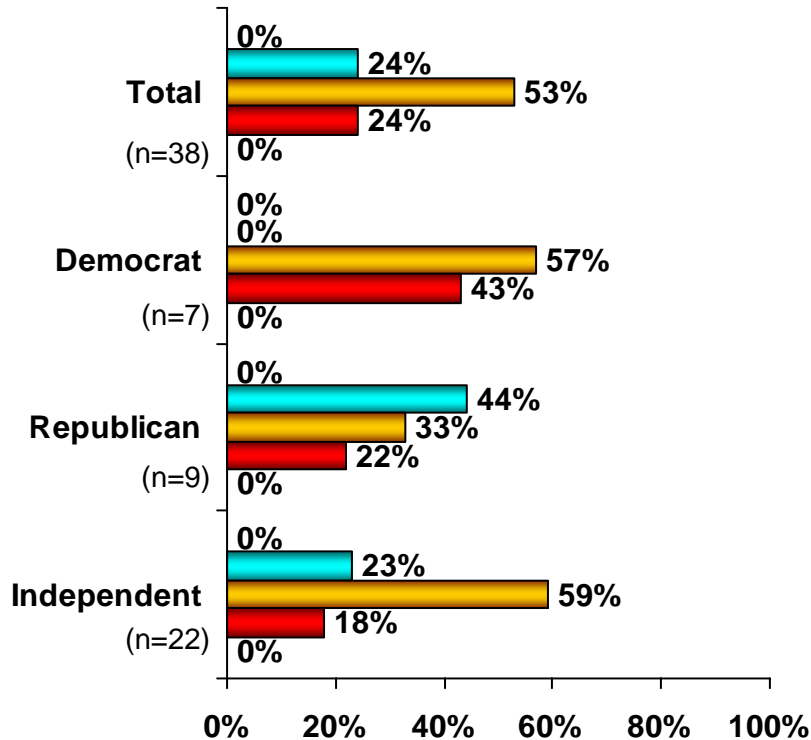
**If respondent indicated they are undecided:**  
**“We understand that you are undecided; which of the following best describes your position between voting for John McCain and Barack Obama?”**

**Before Viewing Video**

**After Viewing Video**

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

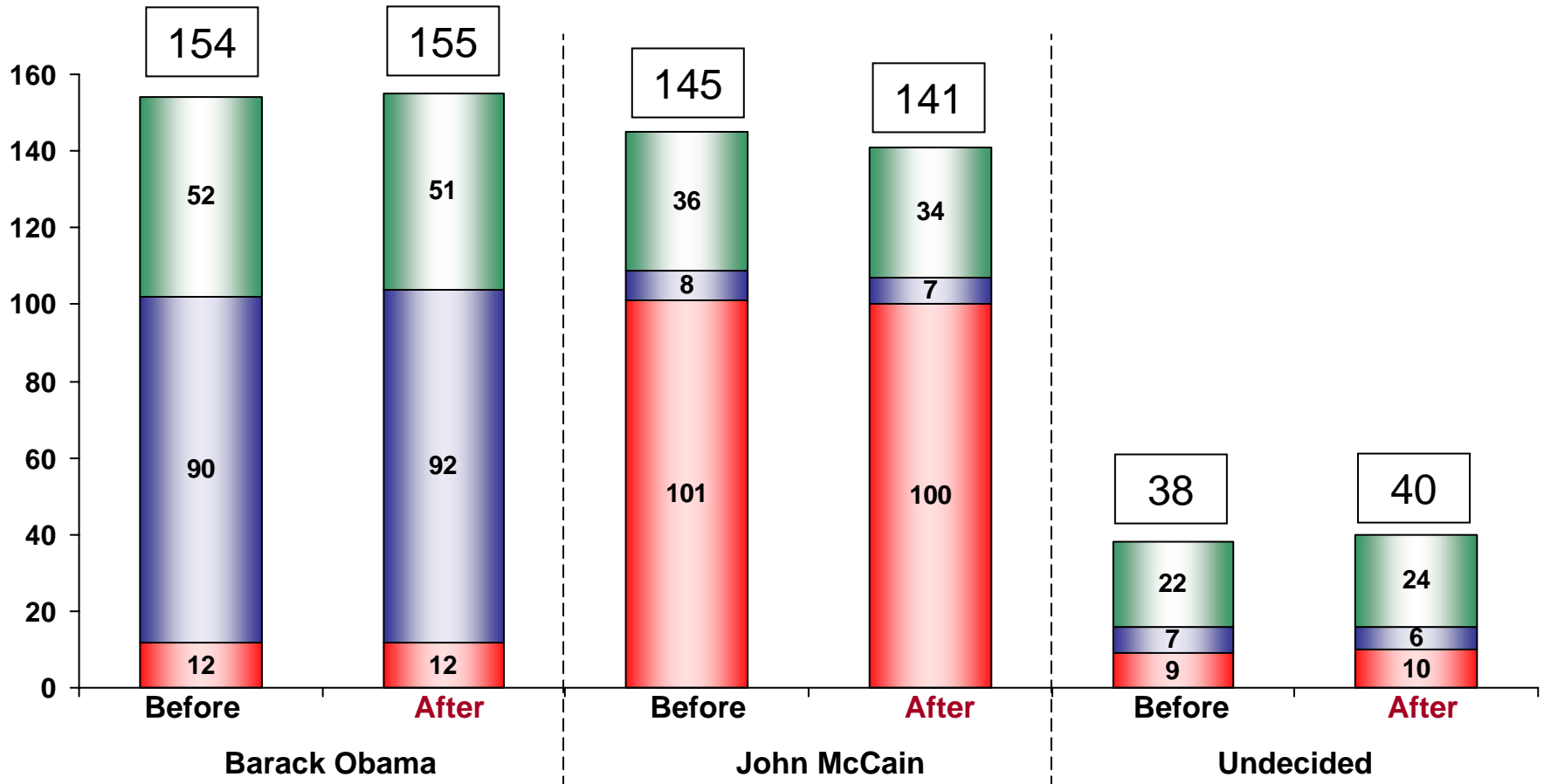
- Strongly leaning toward McCain
- Somewhat leaning toward McCain
- Not Sure
- Somewhat leaning toward Obama
- Strongly leaning toward Obama



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=348)</b>	<b>Registered Democrat (n=109)</b>	<b>Registered Republican (n=124)</b>	<b>Registered Independent (n=115)</b>
Anger	30%	32%	25%	32%
Inspiration	2%	1%	2%	3%
Sadness	23%	28%	20%	23%
Skepticism	44%	29%	65%	34%
Confusion	16%	15%	21%	12%
Disturbing	55%	76%	35%	57%
Embarrassment	15%	21%	10%	16%
Pride	1%	2%	2%	0%
Happiness	1%	1%	1%	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=348)</b>	<b>Registered Democrat (n=109)</b>	<b>Registered Republican (n=124)</b>	<b>Registered Independent (n=115)</b>
Anger	11%	11%	7%	14%
Inspiration	1%	0%	2%	2%
Sadness	5%	5%	4%	8%
Skepticism	30%	13%	52%	23%
Confusion	5%	3%	9%	3%
Disturbing	42%	63%	20%	45%
Embarrassment	4%	4%	2%	5%
Pride	1%	1%	2%	0%
Happiness	1%	1%	1%	1%

*Percentages may not equal 100 due to rounding*