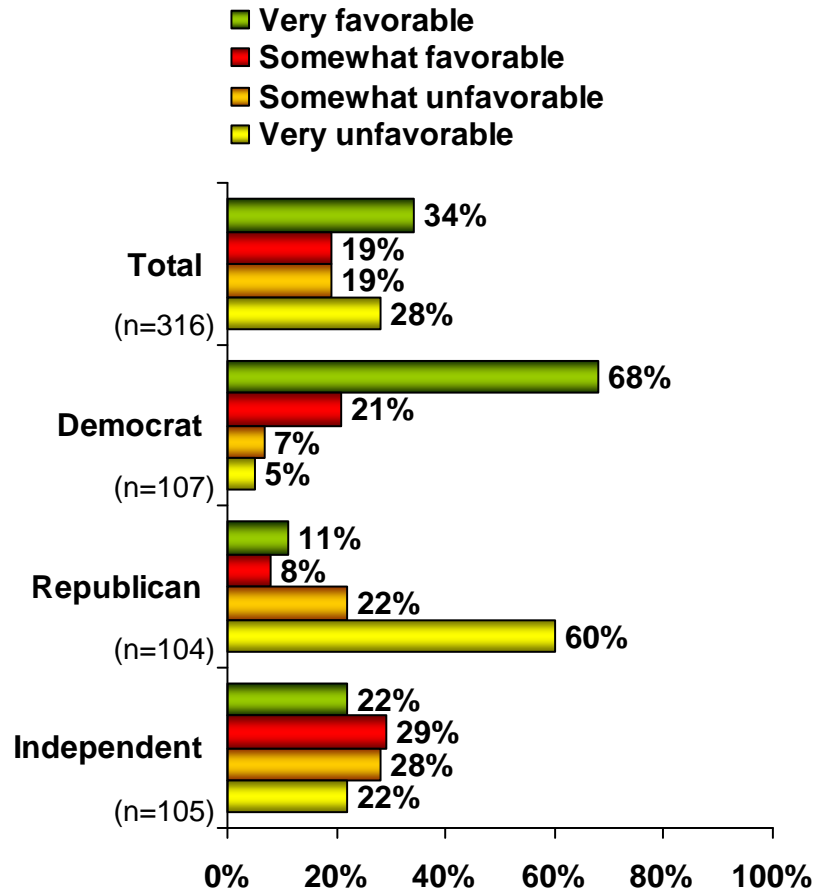


“Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

Before Viewing Video

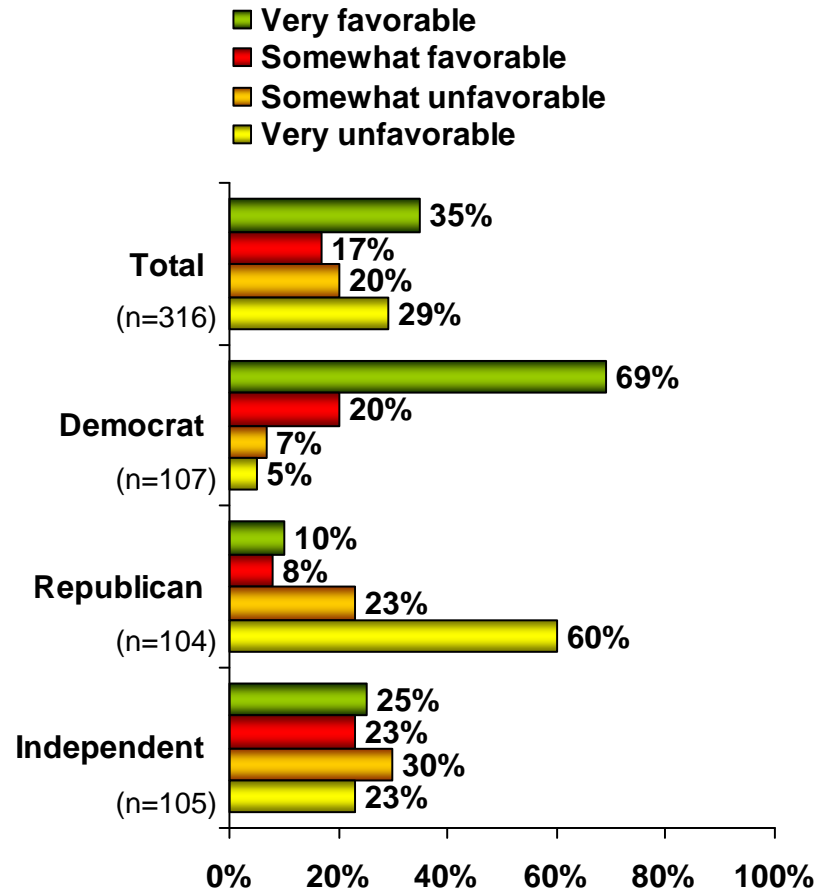


316

107

104

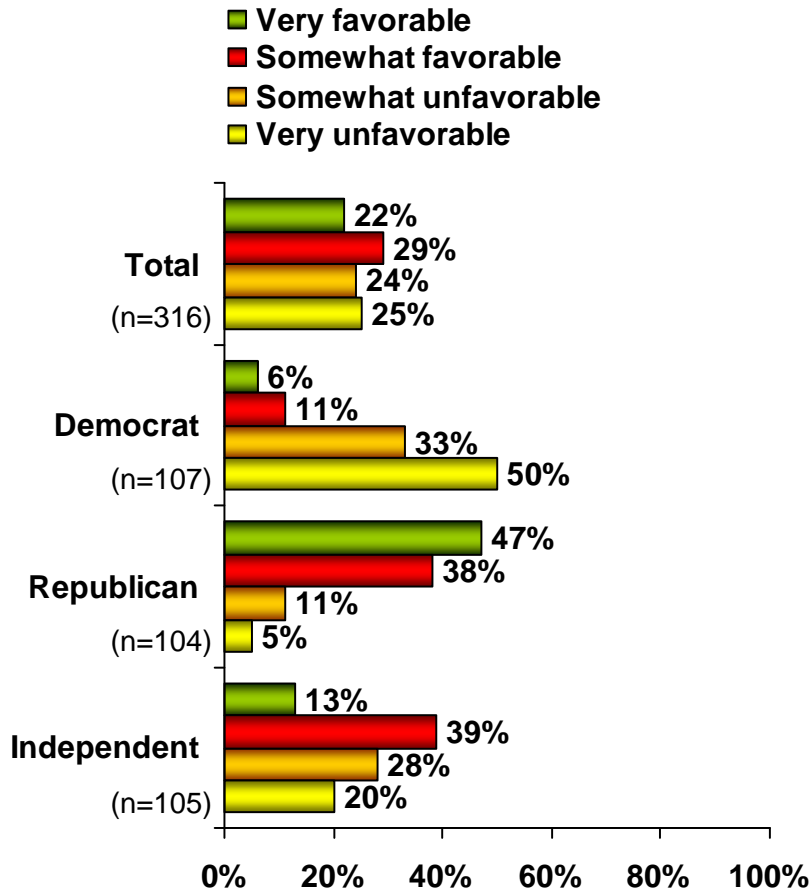
After Viewing Video



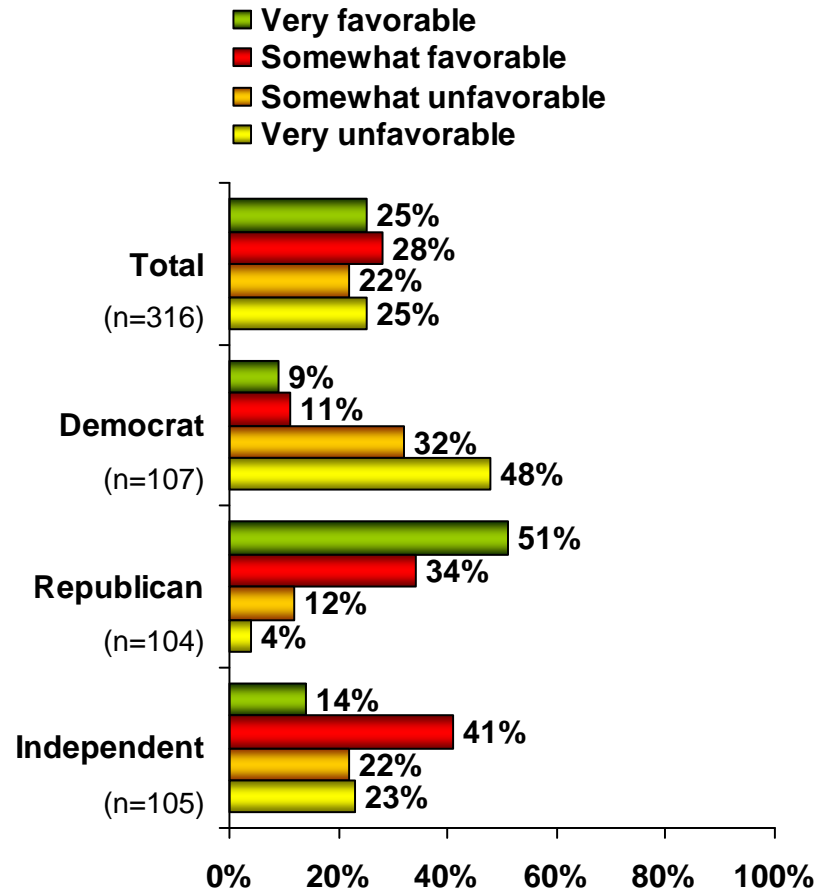
107

“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

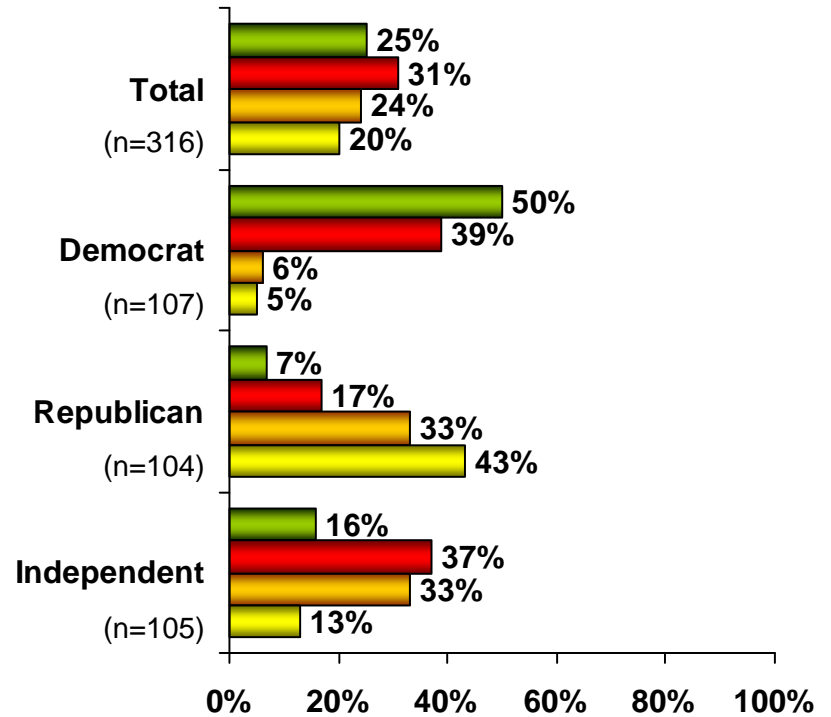
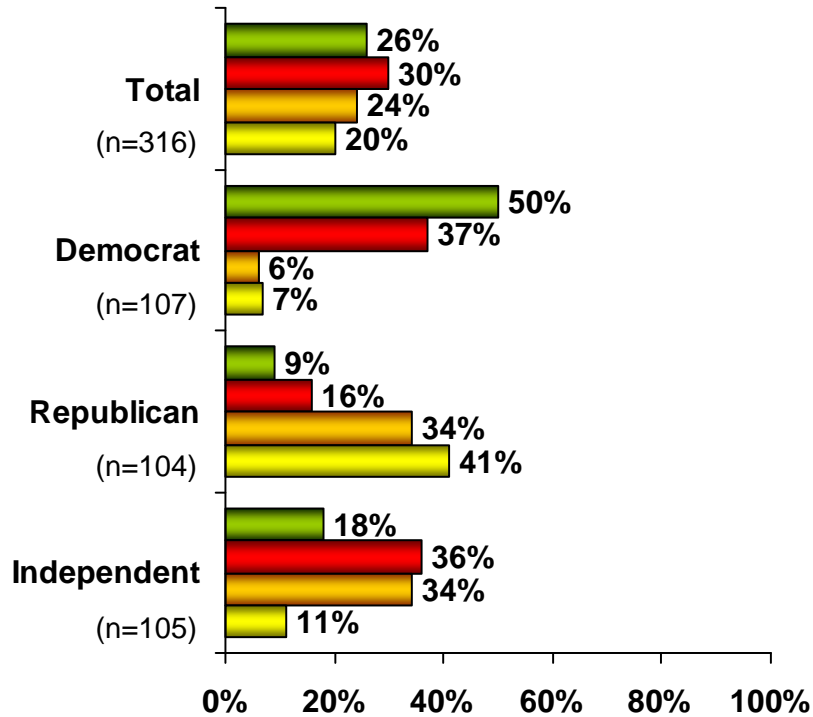
“Which of the following best describes your overall opinion of Joe Biden in the 2008 Presidential Election?”

Before Viewing Video

After Viewing Video

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

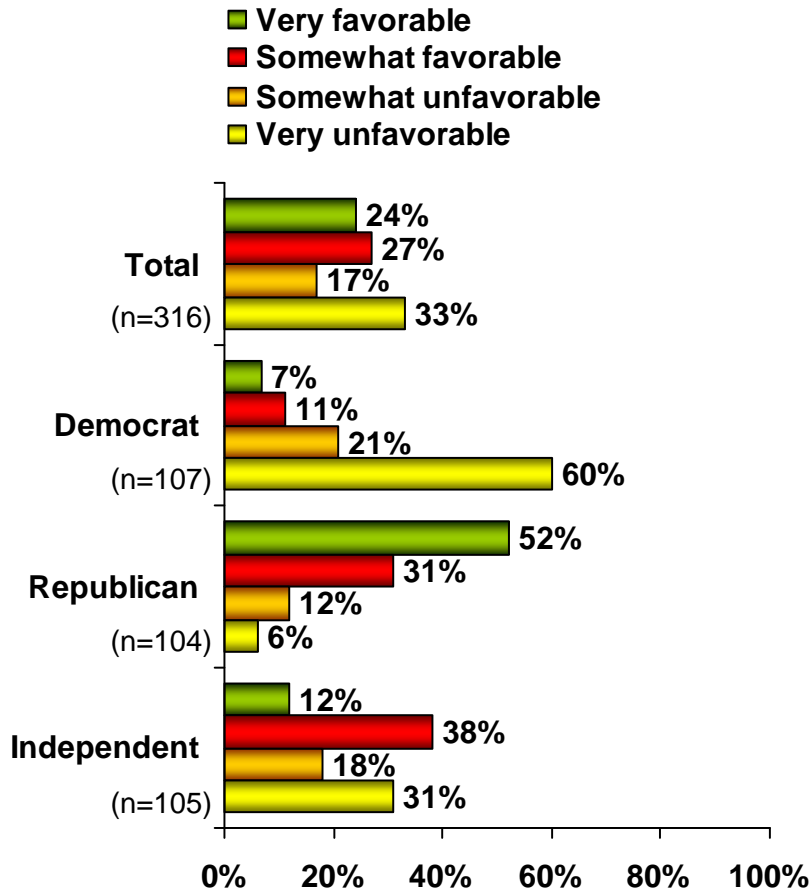
- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable



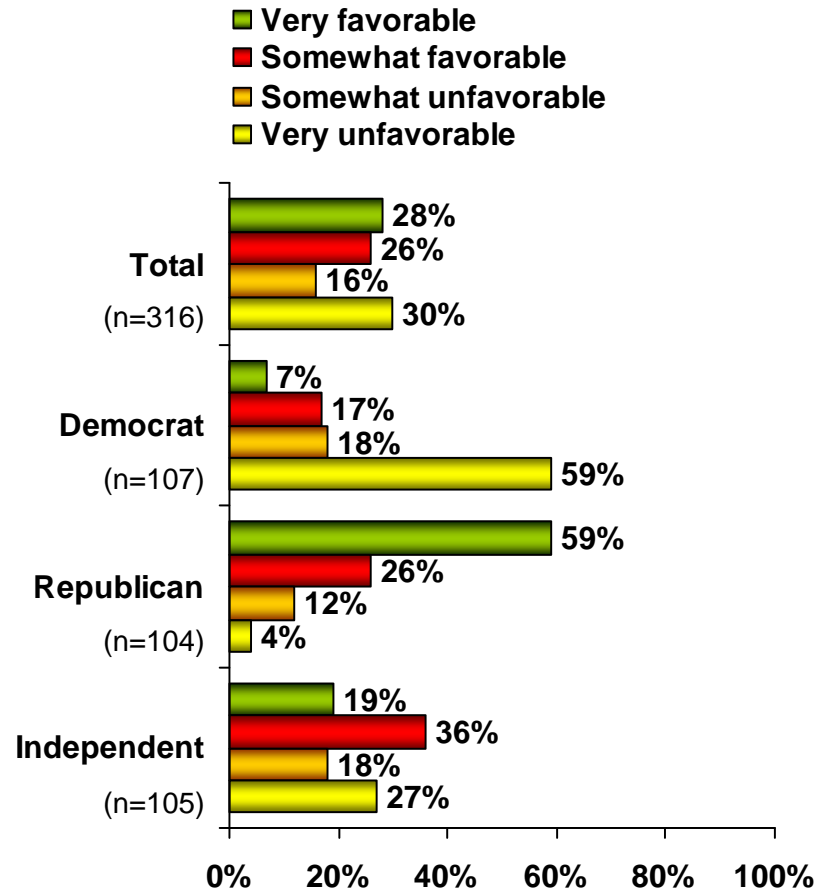
Percentages may not equal 100 due to rounding

“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

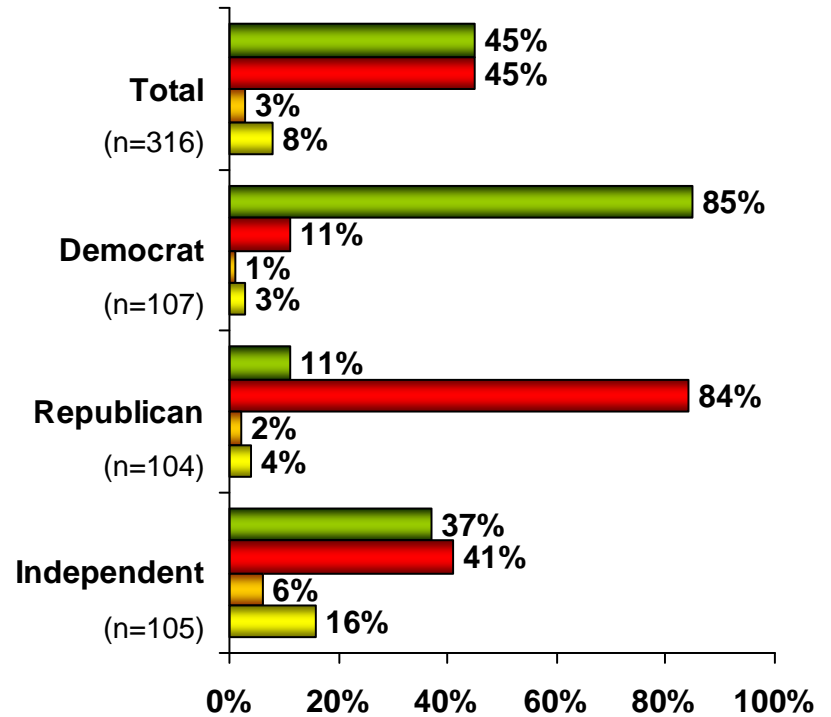
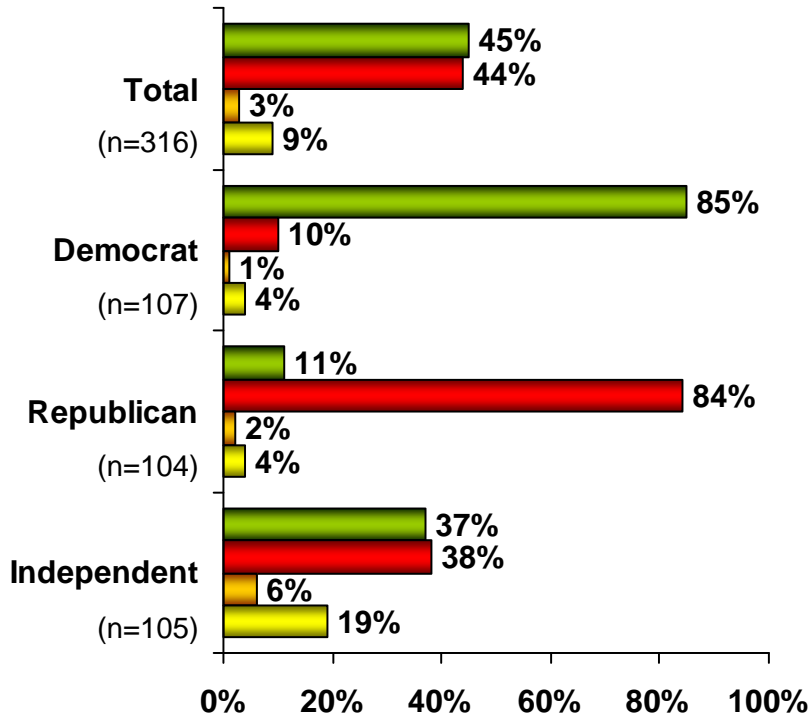
“If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

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

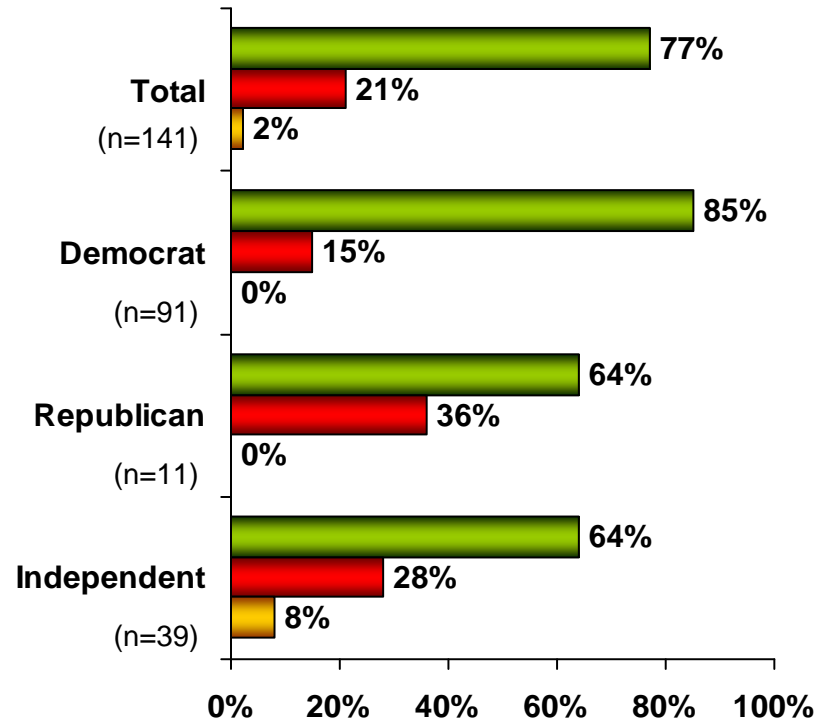
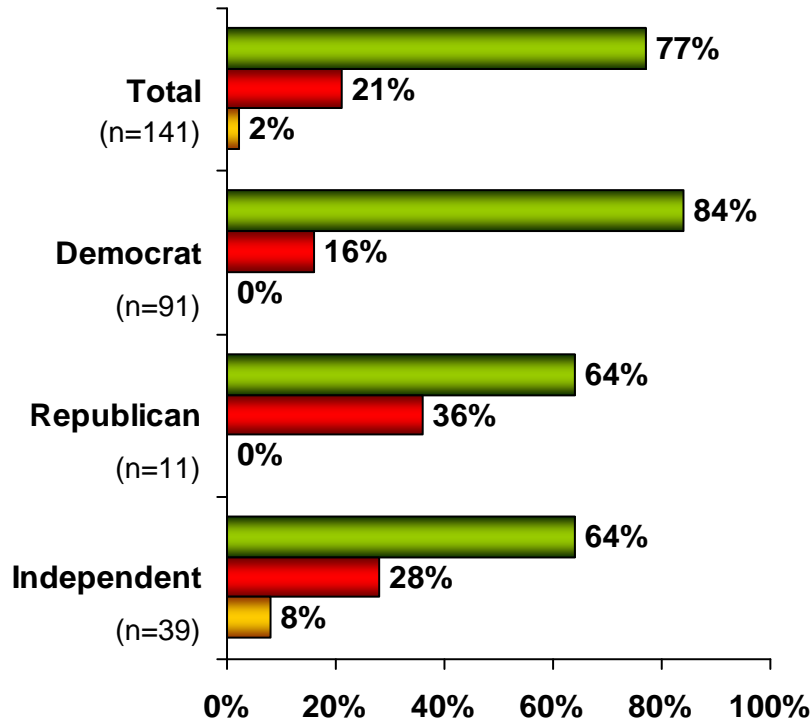
**If respondent indicated they will vote for Obama:
 “Which of the following best describes your likelihood to vote for Barack Obama
 in the 2008 Presidential Election?”**

Before Viewing Video

After Viewing Video

- 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

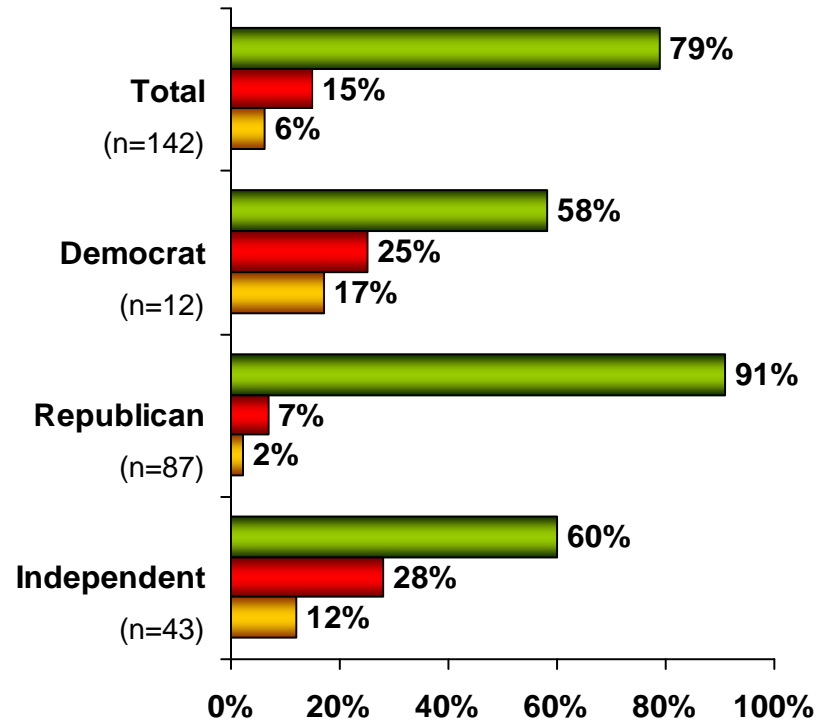
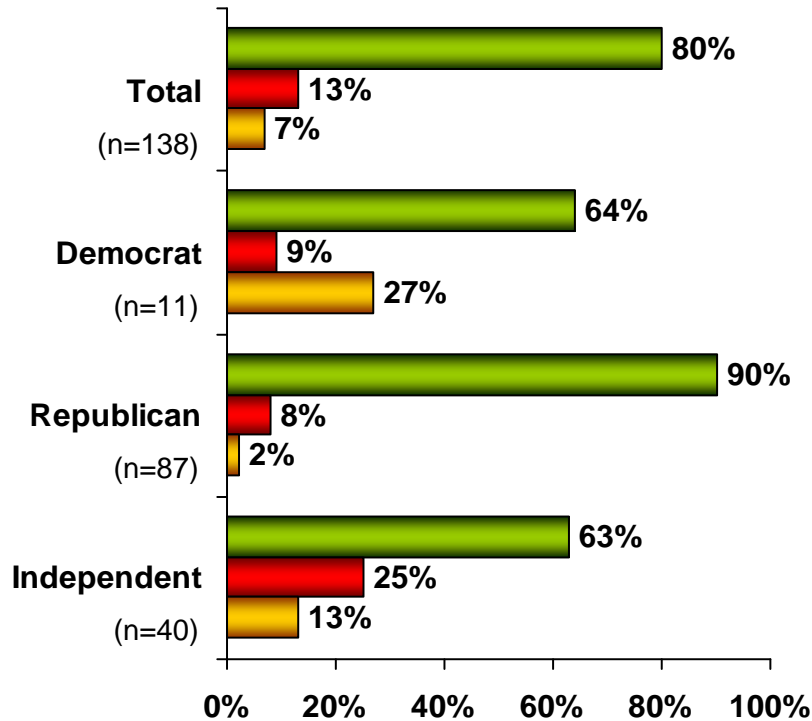
**If respondent indicated they will vote for McCain:
 “Which of the following best describes your likelihood to vote for John McCain
 in the 2008 Presidential Election?”**

Before Viewing Video

After Viewing Video

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

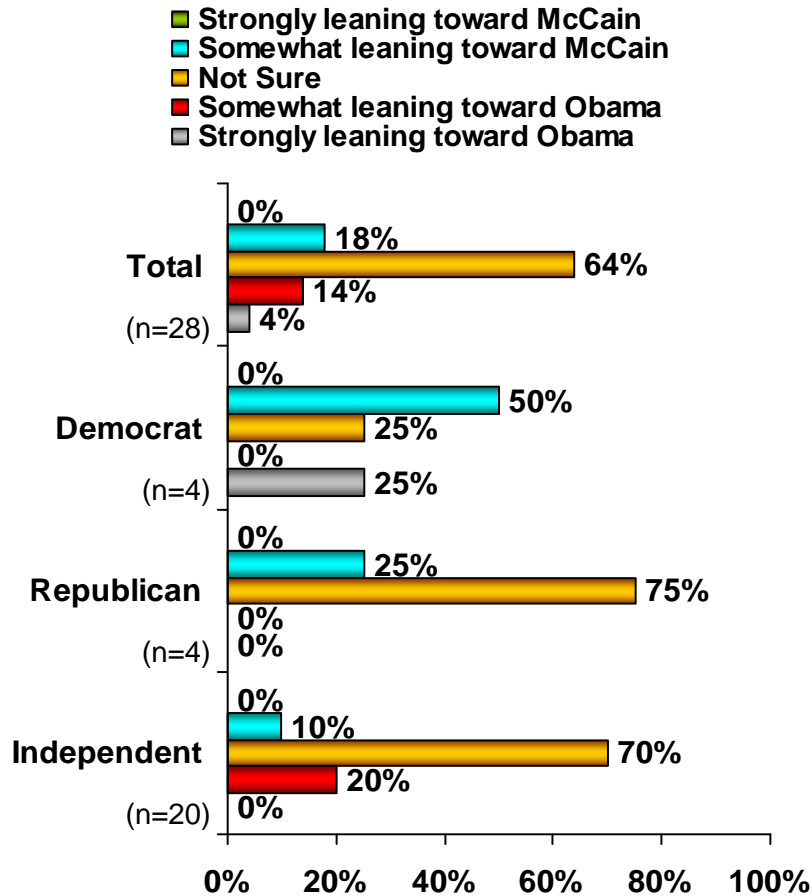
- Definitely Voting for McCain
- Strongly leaning towards voting for McCain
- Somewhat leaning towards voting for McCain



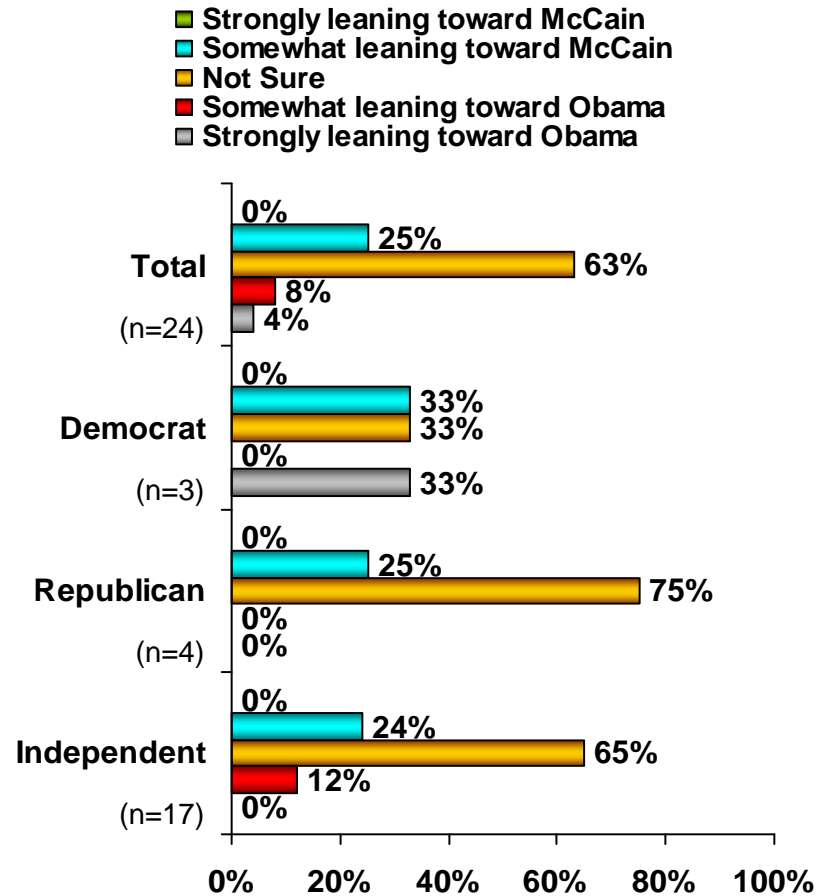
Percentages may not equal 100 due to rounding

If respondent indicated they 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



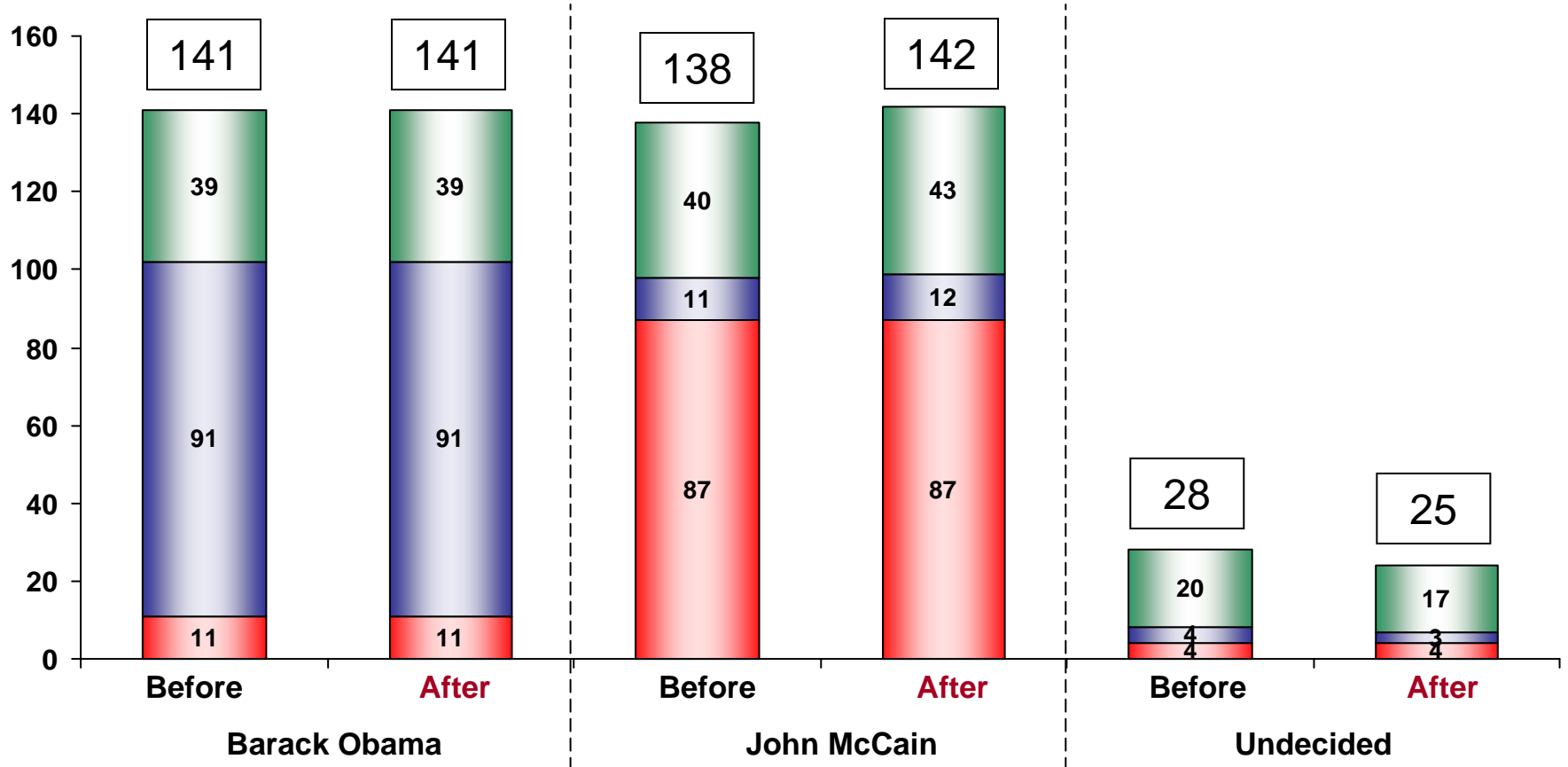
After Viewing Video



Percentages may not equal 100 due to rounding

of Respondents Supporting Each Candidate

■ Republicans
 ■ Democrats
 ■ Independents
 ■



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

After Viewing Video

	Total (n=316)	Registered Democrat (n=107)	Registered Republican (n=104)	Registered Independent (n=105)
Anger	3%	5%	4%	2%
Inspiration	14%	7%	21%	12%
Sadness	4%	8%	1%	3%
Skepticism	11%	15%	9%	10%
Confusion	12%	19%	9%	9%
Disturbing	9%	13%	5%	8%
Embarrassment	11%	19%	4%	10%
Pride	15%	8%	23%	14%
Happiness	66%	57%	69%	70%

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=316)	Registered Democrat (n=107)	Registered Republican (n=104)	Registered Independent (n=105)
Anger	2%	3%	1%	1%
Inspiration	6%	3%	9%	8%
Sadness	1%	4%	0%	0%
Skepticism	8%	7%	9%	9%
Confusion	9%	14%	7%	7%
Disturbing	5%	8%	4%	3%
Embarrassment	6%	11%	2%	6%
Pride	4%	1%	8%	4%
Happiness	58%	49%	62%	64%

Percentages may not equal 100 due to rounding