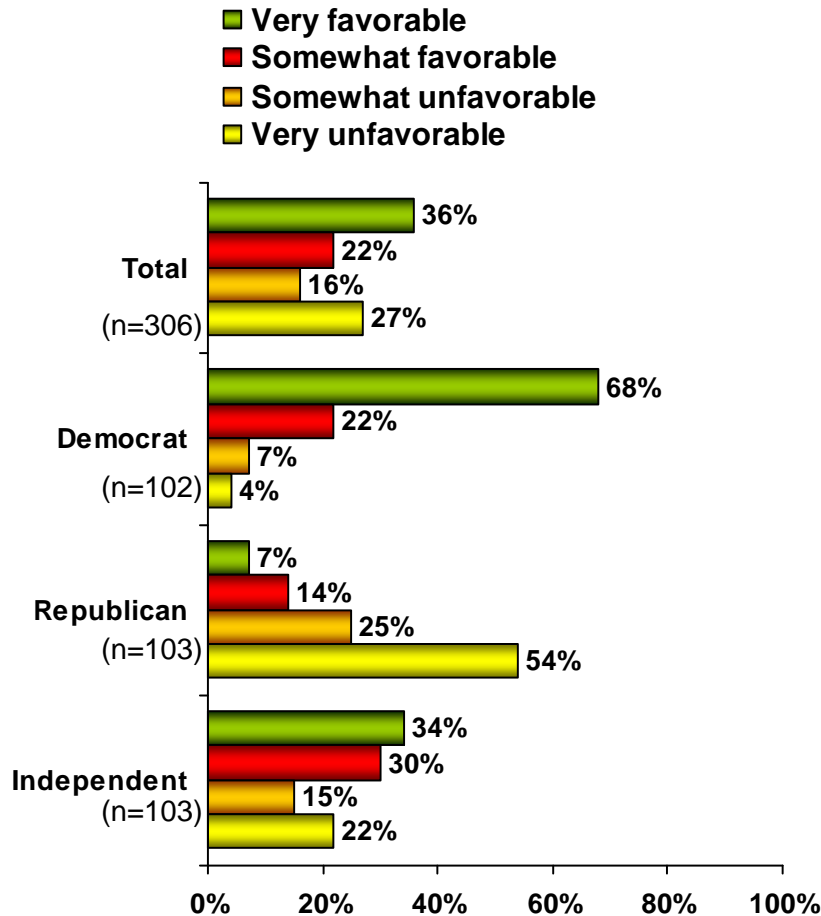
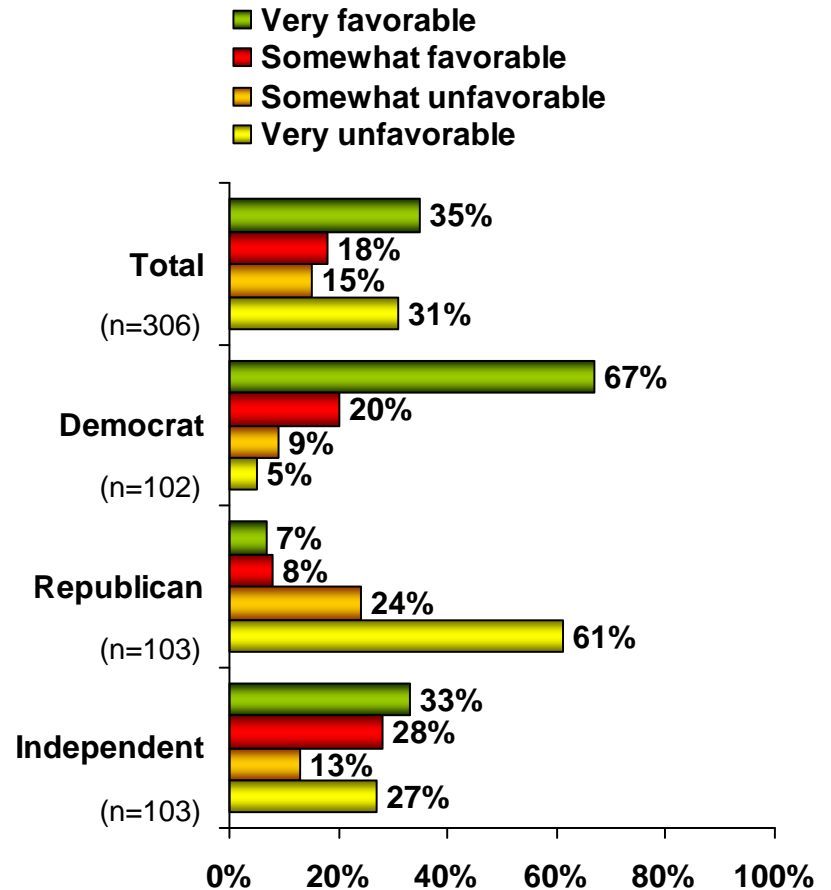


# “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

## Before Viewing Video



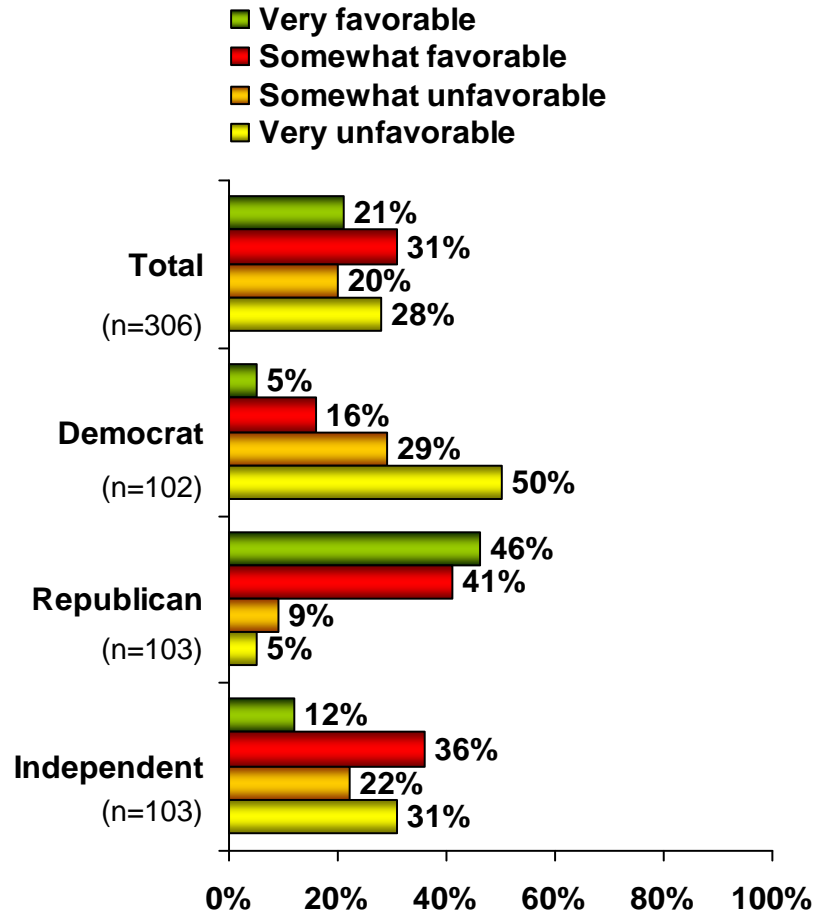
## After Viewing Video



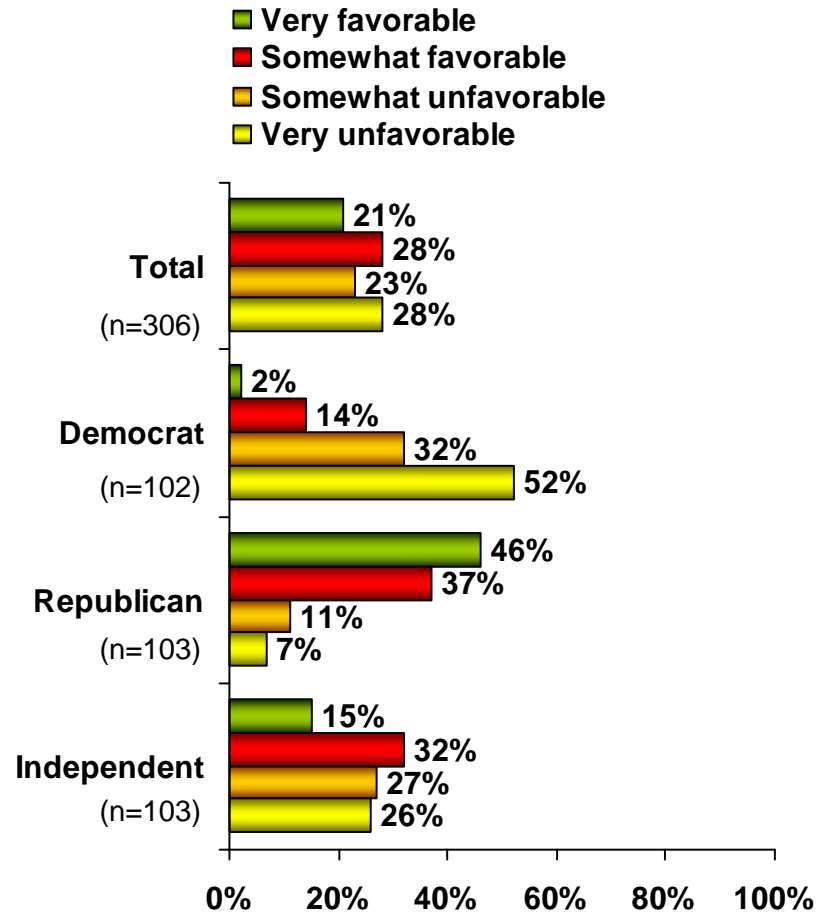
Percentages may not equal 100 due to rounding

# “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

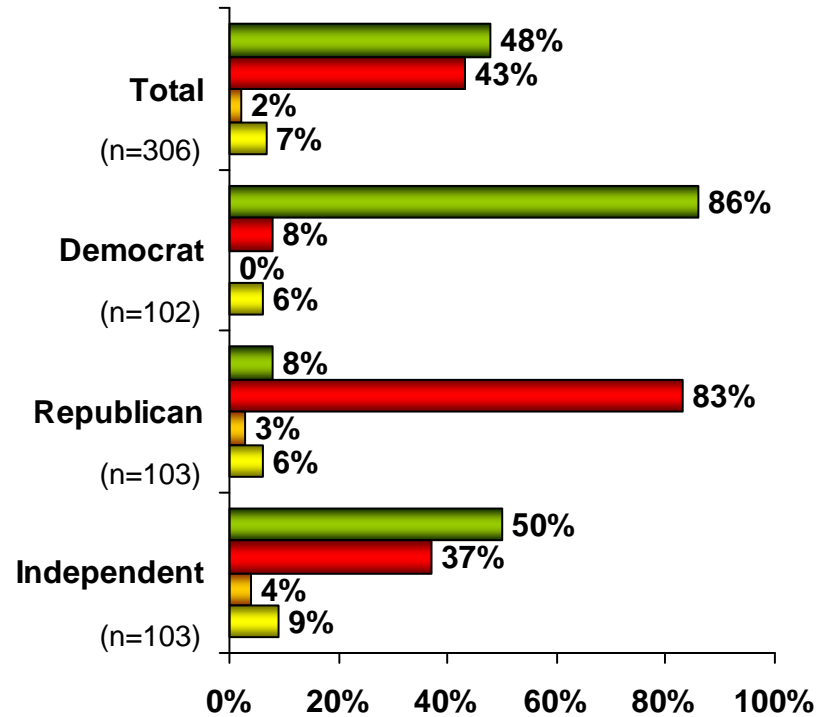
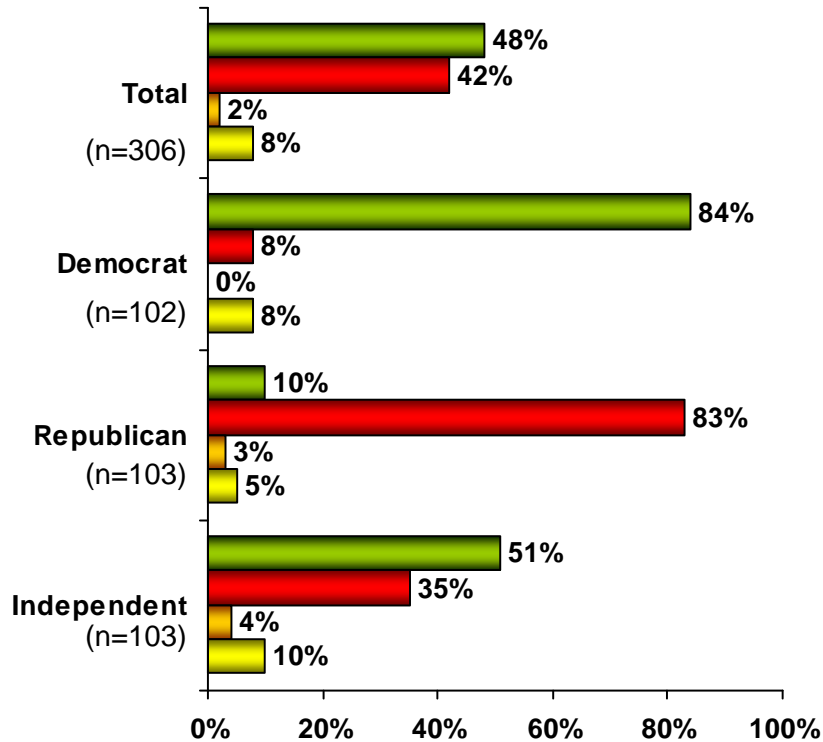
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

## 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

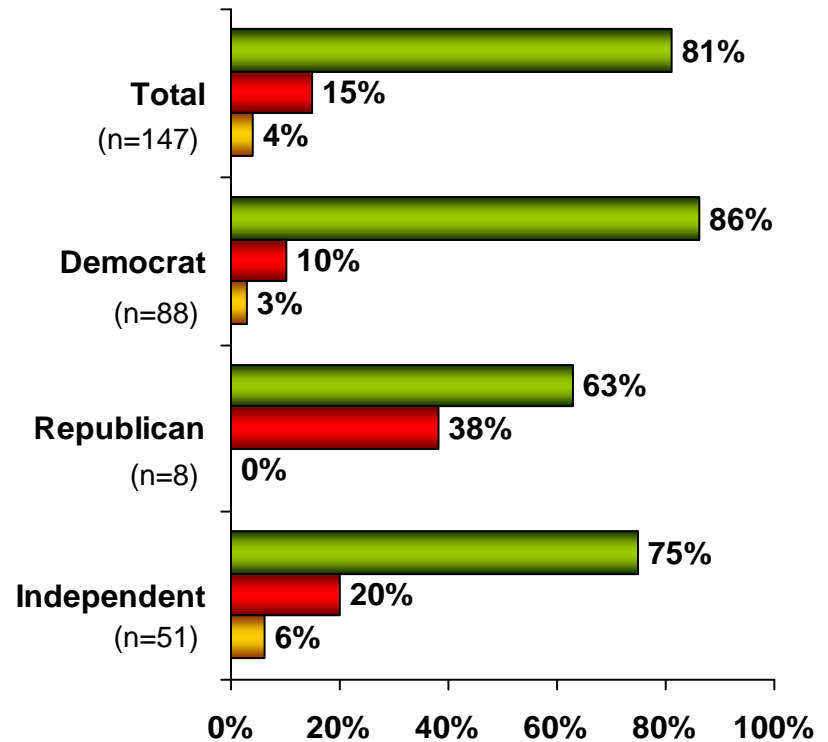
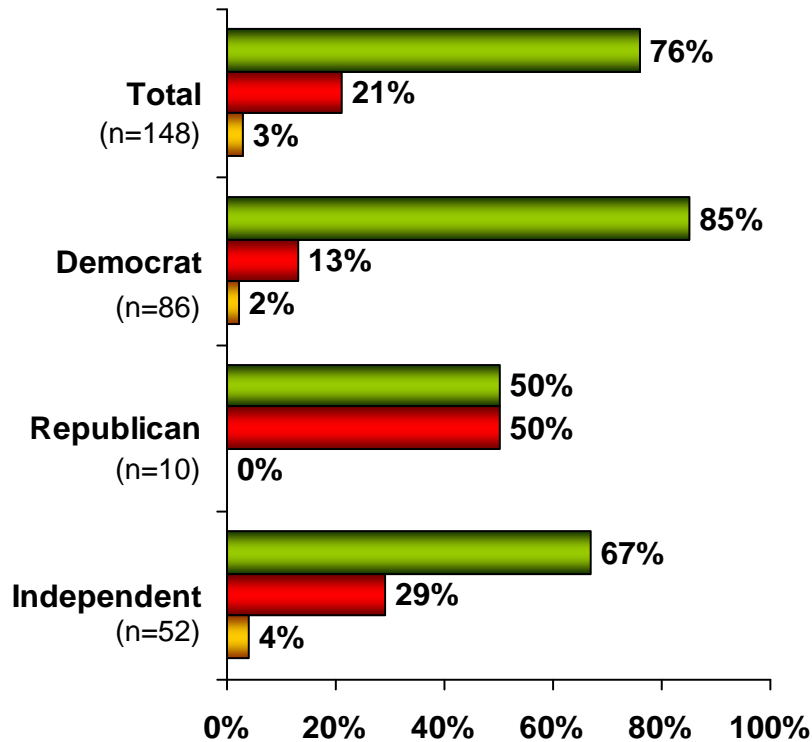
**If respondent indicated they will vote for Obama:  
 “Which of the following best describes your likelihood to vote for Barack Obama  
 in the 2008 Presidential Election?”**

**Before** Viewing Video

**After** Viewing Video

- 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

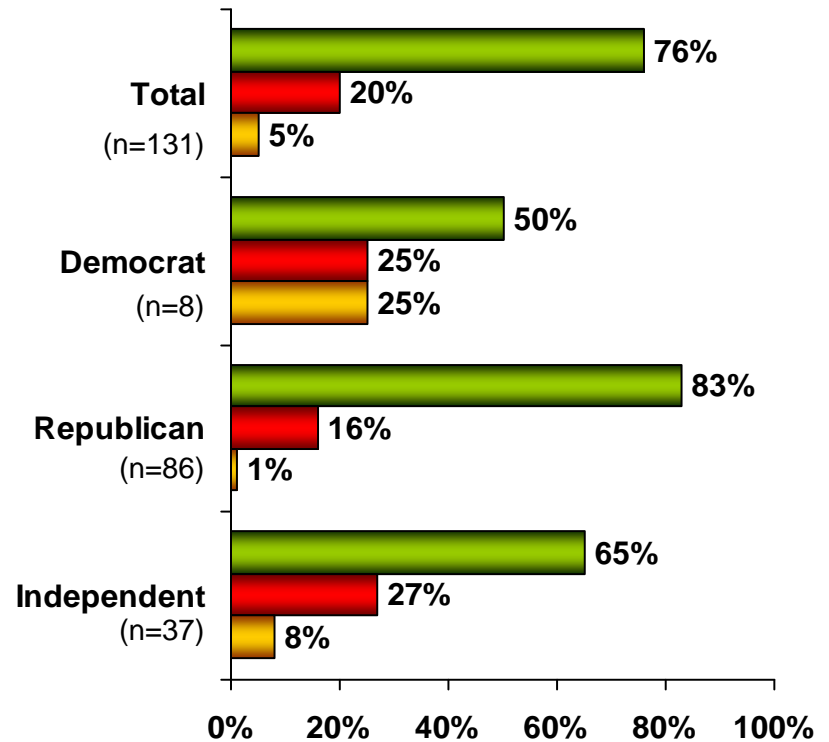
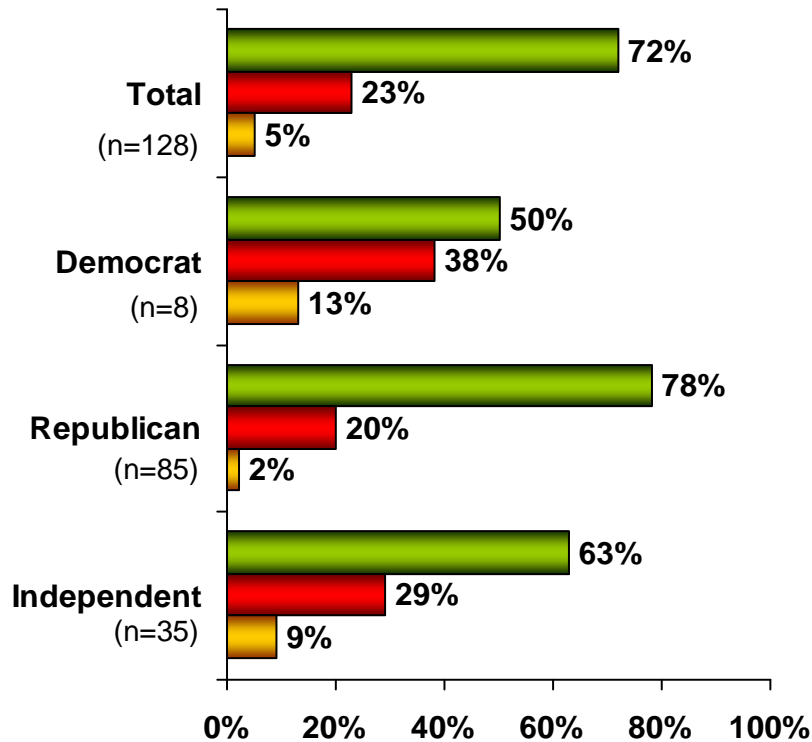
**If respondent indicated they will vote for McCain:  
 “Which of the following best describes your likelihood to vote for John McCain  
 in the 2008 Presidential Election?”**

**Before** Viewing Video

**After** Viewing Video

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

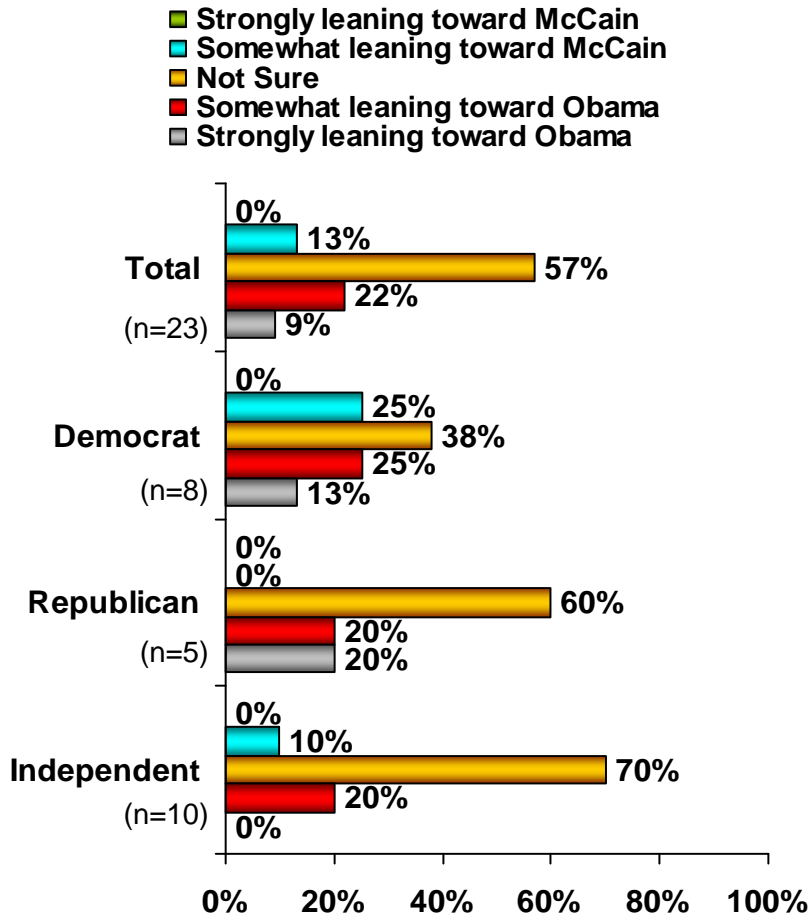
- Definitely Voting for McCain
- Strongly leaning towards voting for McCain
- Somewhat leaning towards voting for McCain



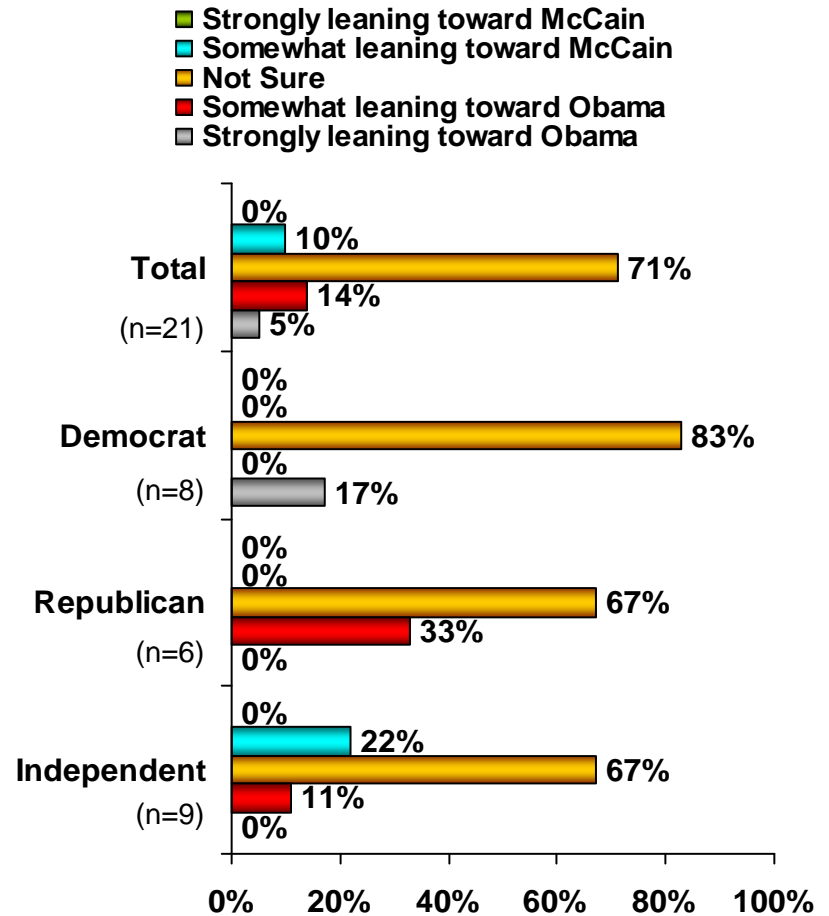
Percentages may not equal 100 due to rounding

**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

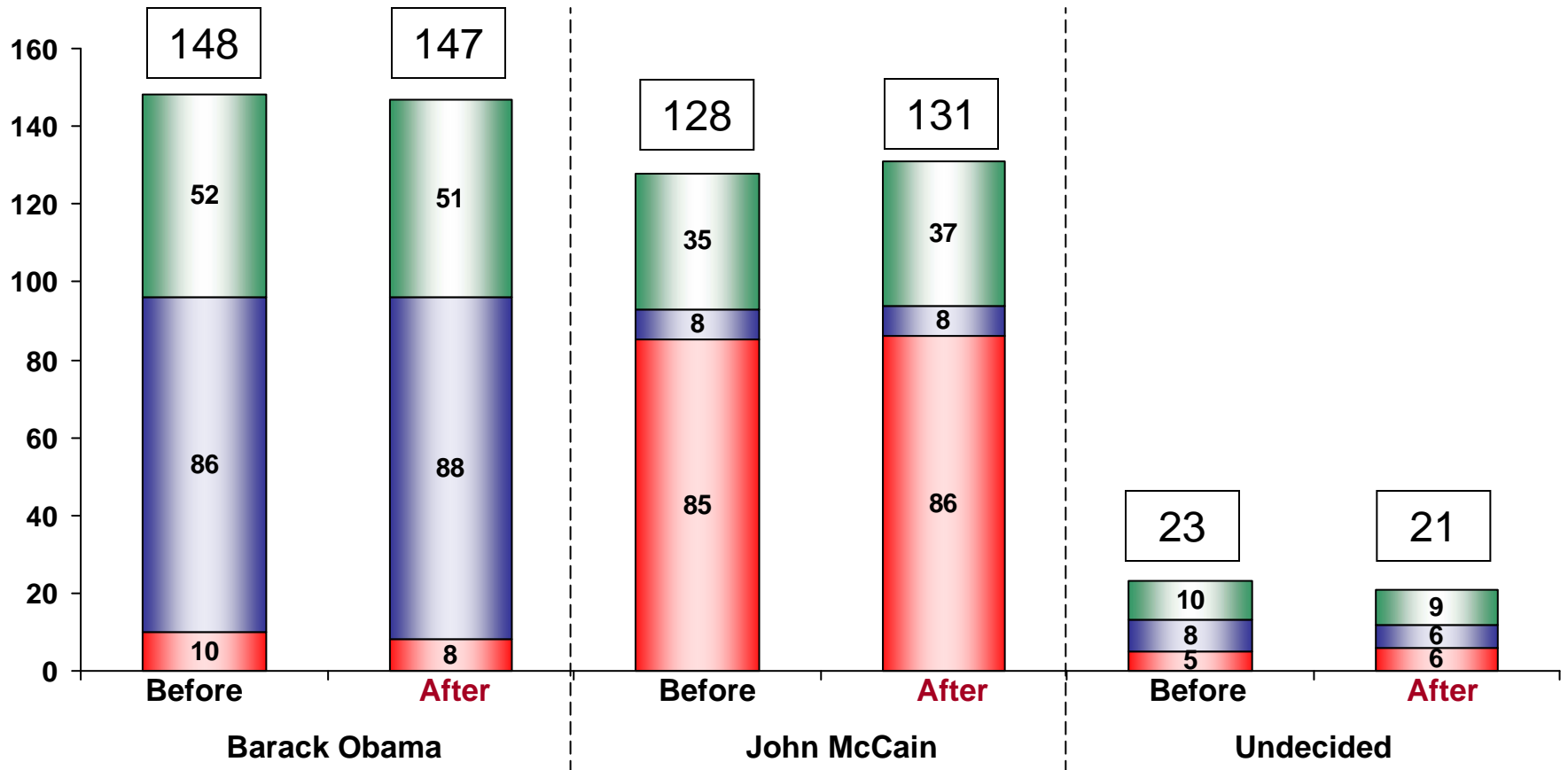
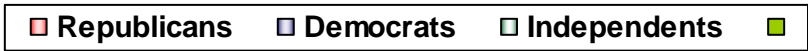


**After** Viewing Video



Percentages may not equal 100 due to rounding

# # of Respondents Supporting Each Candidate



**“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=104)</b>	<b>Registered Republican (n=101)</b>	<b>Registered Independent (n=104)</b>
Anger	34%	42%	22%	38%
Inspiration	17%	4%	34%	12%
Sadness	15%	21%	13%	13%
Skepticism	37%	52%	15%	44%
Confusion	13%	14%	10%	15%
Disturbing	37%	35%	38%	38%
Embarrassment	8%	9%	5%	12%
Pride	10%	4%	20%	5%
Happiness	12%	4%	27%	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=306)</b>	<b>Registered Democrat (n=102)</b>	<b>Registered Republican (n=103)</b>	<b>Registered Independent (n=103)</b>
Anger	19%	25%	11%	22%
Inspiration	12%	4%	21%	10%
Sadness	6%	6%	6%	6%
Skepticism	22%	31%	11%	25%
Confusion	5%	8%	3%	5%
Disturbing	22%	18%	25%	22%
Embarrassment	2%	2%	1%	4%
Pride	5%	4%	8%	4%
Happiness	7%	2%	15%	3%

*Percentages may not equal 100 due to rounding*