

Tell us how you think national resources should be allocated to each of these issues. (100 points to allocate to the issues indicated)  
 The more important an issue is in your view to be resolved, the more points it should receive. Must equal 100 points.

### BEFORE video

	Total (n=312)	Democrats (n=105)	Republicans (n=104)	Independents (n=103)
Education	11	11	11	10
Economy	28	29	27	29
Energy	11	10	12	12
Healthcare	14	16	12	14
Wars in Iraq /Afghanistan	11	8	14	10
Environment	8	9	7	9
Poverty	8	9	7	8
Federal Deficit	9	8	11	8

### AFTER video

50 of respondents were asked to assume for purposes of this question that the current financial crisis has been resolved **FOR THE BETTER**.

	Total (n=160)	Democrats (n=53)	Republicans (n=53)	Independents (n=54)
Education	18	20	17	16
Economy	19	22	16	18
Energy	12	8	15	13
Healthcare	15	15	14	15
Wars in Iraq /Afghanistan	9	8	11	9
Environment	9	9	9	9
Poverty	9	10	8	10
Federal Deficit	10	8	11	10

	Total (n=152)	Democrats (n=52)	Republicans (n=51)	Independents (n=49)
Education	14	14	12	15
Economy	27	26	29	25
Energy	11	10	8	14
Healthcare	13	17	10	12
Wars in Iraq /Afghanistan	10	6	16	9
Environment	8	9	5	10
Poverty	7	9	7	7
Federal Deficit	10	9	12	8

What is the likelihood that President Obama's administration will be able to make significant improvement in each of the following areas within the next 12 months?

## EDUCATION

### BEFORE video

	Total (n=312)	Democrats (n=105)	Republicans (n=104)	Independents (n=103)
Not very likely	13%	2%	23%	14%
Somewhat unlikely	22%	15%	30%	22%
<b>BOTTOM 2</b>	35%	17%	53%	36%
Neutral	28%	30%	19%	35%
<b>MIDDLE 1</b>	28%	30%	19%	35%
Somewhat likely	28%	36%	27%	19%
Very likely	9%	17%	1%	10%
<b>TOP 2</b>	37%	53%	28%	29%

### AFTER video

	Total (n=312)	Democrats (n=105)	Republicans (n=104)	Independents (n=103)
Not very likely	16%	4%	28%	16%
Somewhat unlikely	17%	10%	21%	21%
<b>BOTTOM 2</b>	33%	13%	49%	37%
Neutral	23%	20%	25%	24%
<b>MIDDLE 1</b>	23%	20%	25%	24%
Somewhat likely	32%	46%	24%	26%
Very likely	12%	21%	2%	13%
<b>TOP 2</b>	44%	67%	26%	39%

What is the likelihood that President Obama's administration will be able to make significant improvement in each of the following areas within the next 3 years?

## EDUCATION

### BEFORE video

	Total (n=312)	Democrats (n=105)	Republicans (n=104)	Independents (n=103)
Not very likely	9%	4%	14%	8%
Somewhat unlikely	16%	7%	26%	16%
<b>BOTTOM 2</b>	25%	10%	40%	23%
Neutral	25%	21%	27%	27%
<b>MIDDLE 1</b>	25%	21%	27%	27%
Somewhat likely	34%	37%	28%	37%
Very likely	16%	31%	5%	13%
<b>TOP 2</b>	50%	69%	33%	50%

### AFTER video

	Total (n=312)	Democrats (n=105)	Republicans (n=104)	Independents (n=103)
Not very likely	10%	4%	17%	10%
Somewhat unlikely	13%	4%	22%	15%
<b>BOTTOM 2</b>	24%	8%	39%	24%
Neutral	19%	11%	25%	20%
<b>MIDDLE 1</b>	19%	11%	25%	20%
Somewhat likely	34%	39%	29%	34%
Very likely	23%	42%	7%	21%
<b>TOP 2</b>	57%	81%	36%	55%

What is the likelihood that there will be significant improvement in each of the following areas within the next 5 years?

## EDUCATION

### BEFORE video

	Total (n=312)	Democrats (n=105)	Republicans (n=104)	Independents (n=103)
Not very likely	6%	1%	12%	7%
Somewhat unlikely	11%	4%	18%	11%
<b>BOTTOM 2</b>	17%	5%	30%	17%
Neutral	25%	16%	33%	27%
<b>MIDDLE 1</b>	25%	16%	33%	27%
Somewhat likely	36%	43%	30%	35%
Very likely	21%	36%	8%	20%
<b>TOP 2</b>	57%	79%	38%	55%

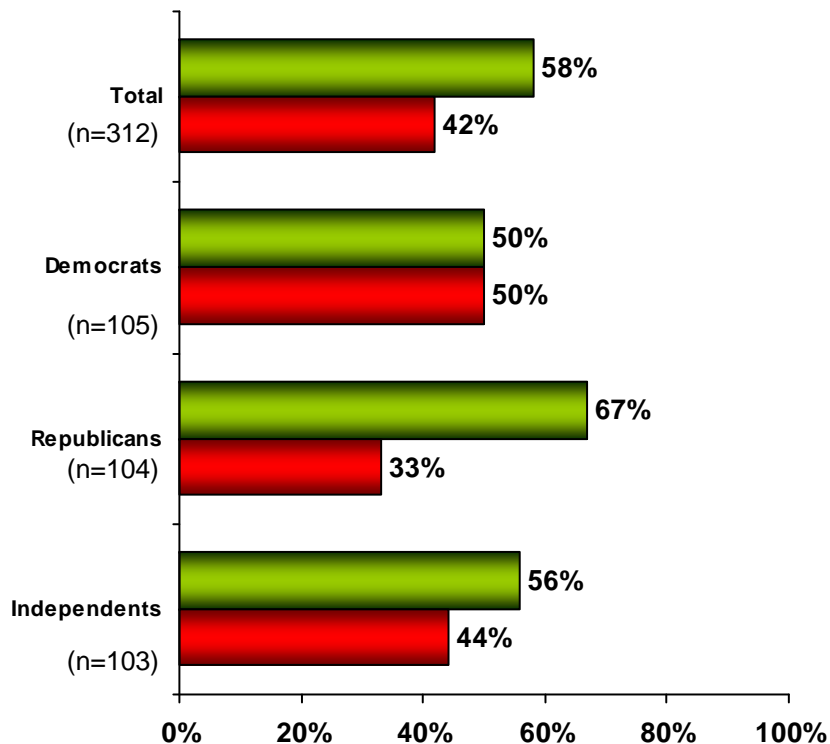
### AFTER video

	Total (n=312)	Democrats (n=105)	Republicans (n=104)	Independents (n=103)
Not very likely	7%	3%	13%	6%
Somewhat unlikely	11%	4%	20%	8%
<b>BOTTOM 2</b>	18%	7%	33%	14%
Neutral	16%	8%	25%	17%
<b>MIDDLE 1</b>	16%	8%	25%	17%
Somewhat likely	33%	35%	25%	39%
Very likely	33%	50%	17%	31%
<b>TOP 2</b>	66%	86%	42%	70%

For the purpose of this question, please assume that there will be an increase of 5% in your federal income taxes. Imagine that you can decide how that 5% increase can be allocated towards certain issues. Would you prefer that the whole 5% be allocated towards one of the issues listed below or applied evenly among all of the issues indicated here?

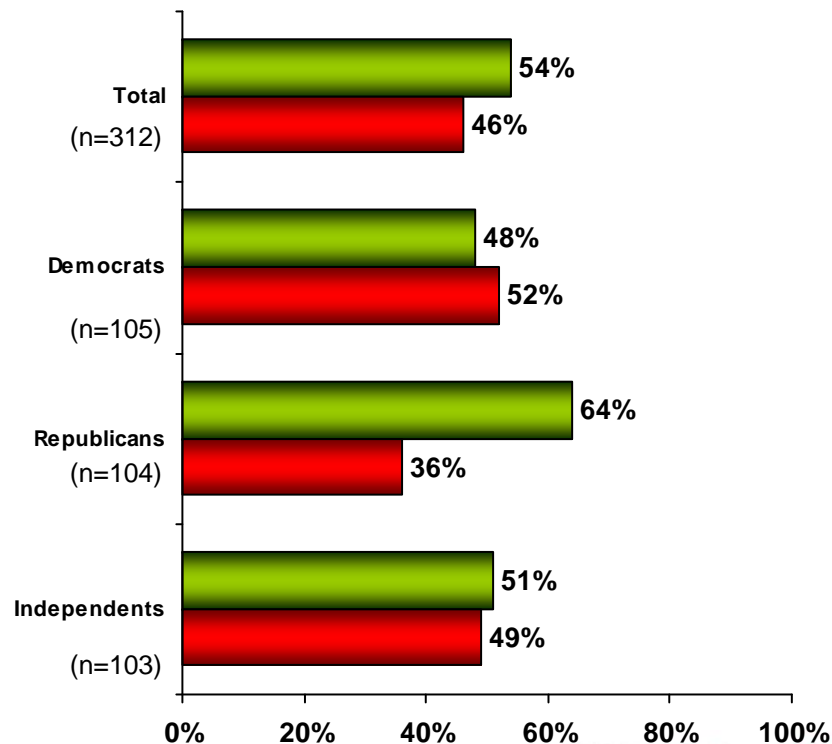
## BEFORE Video

- Allocate the tax increase towards one of the issues
- Allocate the tax increase evenly towards all of the issues (0.625 each issue)



## AFTER Video

- Allocate the tax increase towards one of the issues
- Allocate the tax increase evenly towards all of the issues (0.625 each issue)



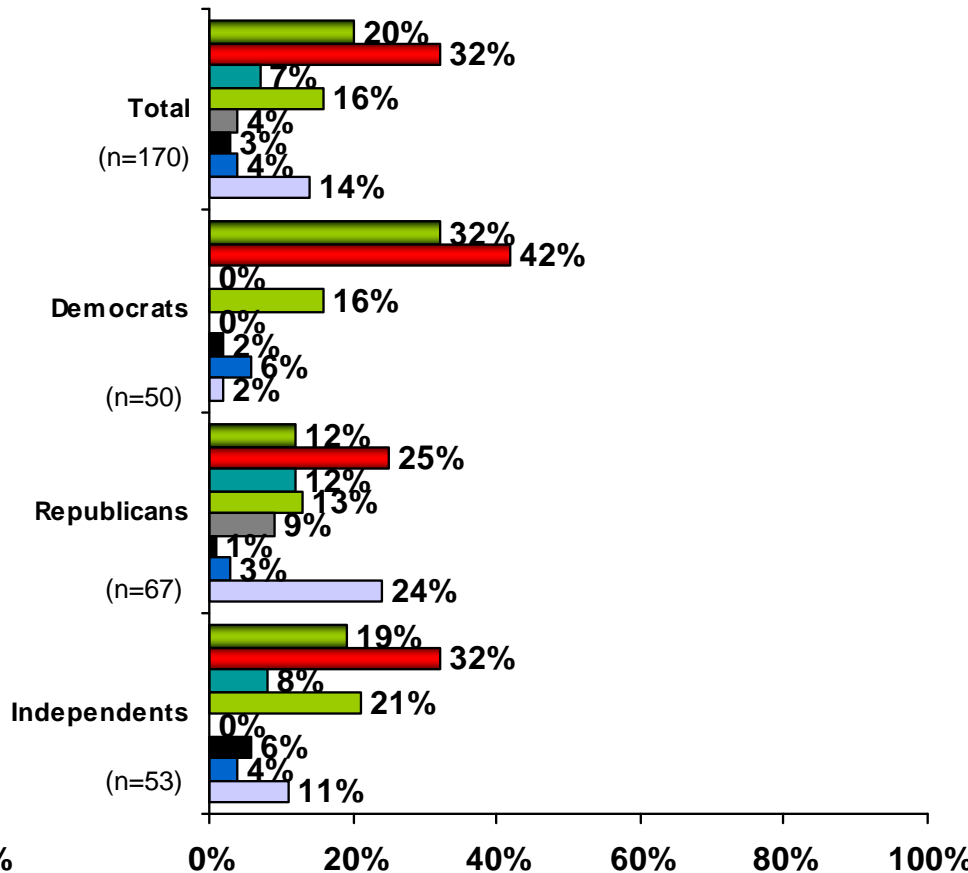
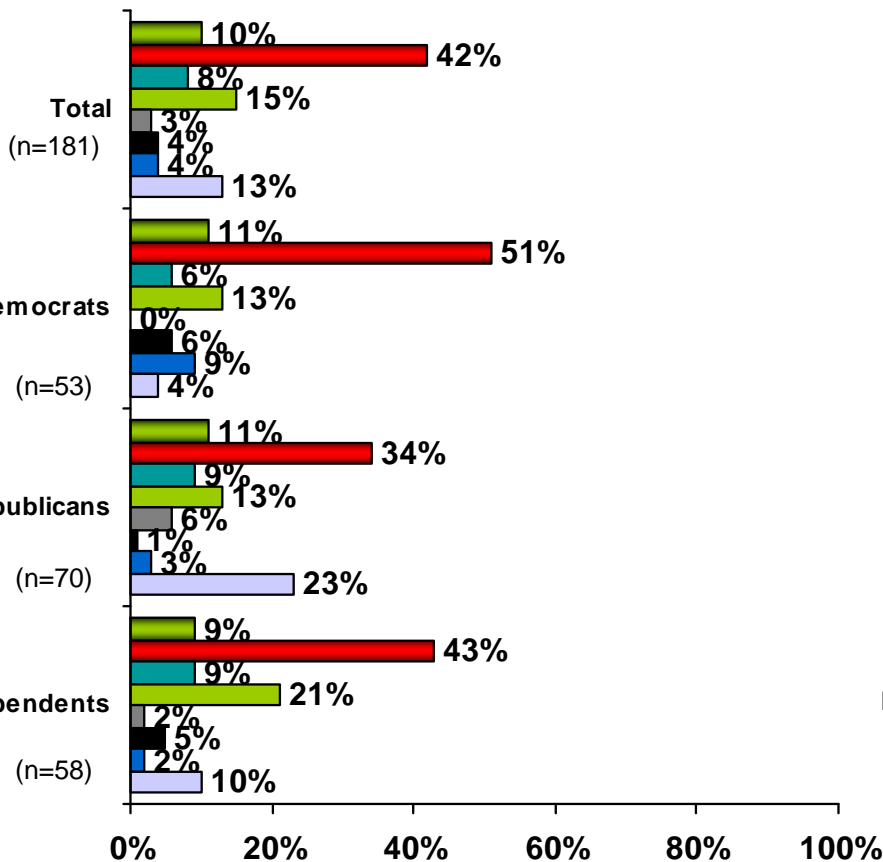
# To which one of the following issues would you apply the whole 5% tax increase?

## BEFORE Video

## AFTER Video

- Education
- Economy
- Energy
- Healthcare
- Iraq/Afghanistan
- Environment
- Poverty
- Federal Deficit

- Education
- Economy
- Energy
- Healthcare
- Iraq/Afghanistan
- Environment
- Poverty
- Federal Deficit



**Which of the following emotions did you feel the most while viewing the video? Please select one emotion you felt the most.**

	<b>Total</b> (n=312)	<b>Democrats</b> (n=105)	<b>Republicans</b> (n=104)	<b>Independents</b> (n=103)
<b>Anger</b>	4%	0%	10%	1%
<b>Inspiration</b>	52%	74%	32%	50%
<b>Sadness</b>	1%	0%	2%	2%
<b>Skepticism</b>	27%	7%	40%	34%
<b>Confusion</b>	4%	1%	9%	2%
<b>Disturbing</b>	1%	0%	2%	1%
<b>Embarrassment</b>	1%	2%	1%	0%
<b>Pride</b>	5%	8%	4%	4%
<b>Happiness</b>	5%	9%	1%	6%