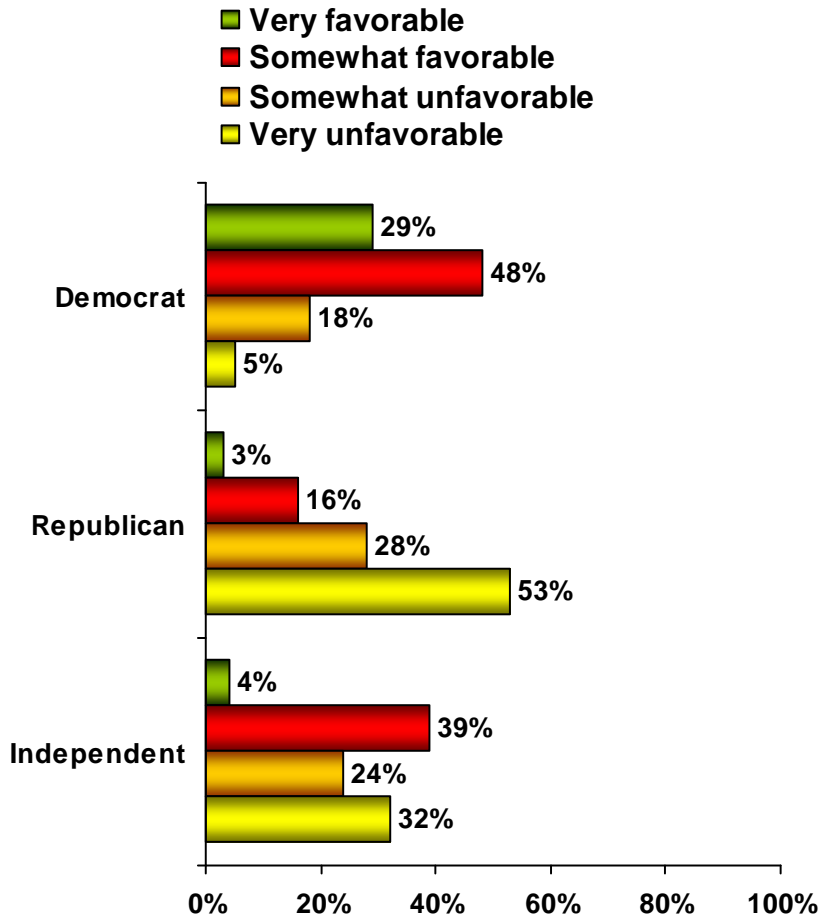
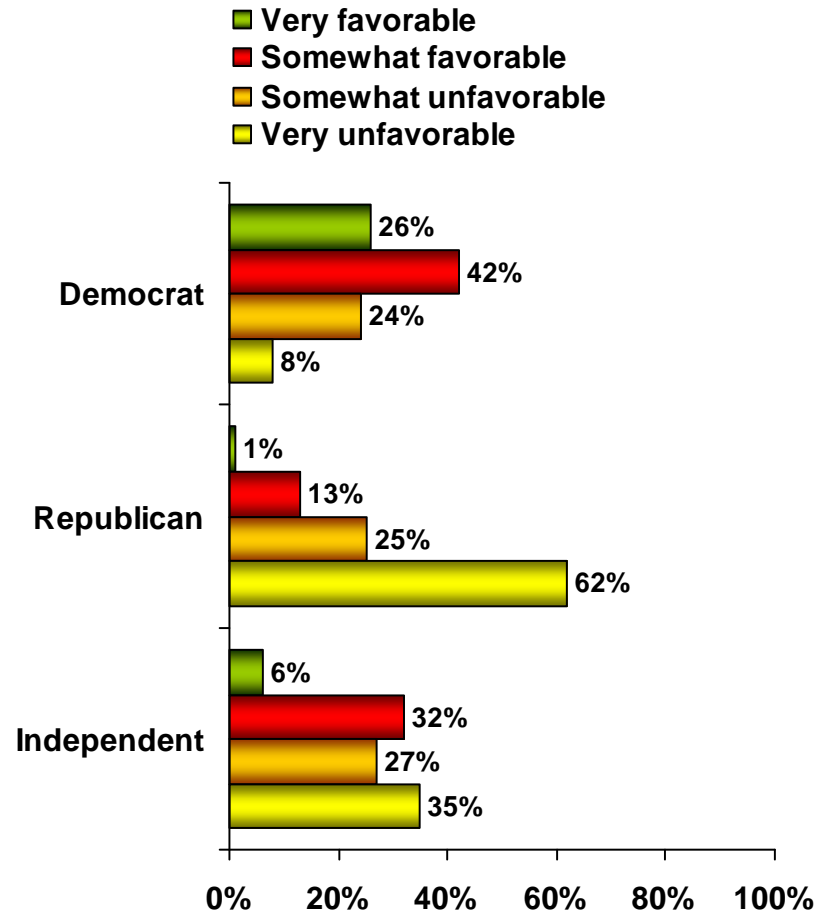


“Which of the following best describes your overall opinion regarding the U.S. government’s current plan for healthcare reform?”

**BEFORE** Viewing Ad



**AFTER** Viewing Ad

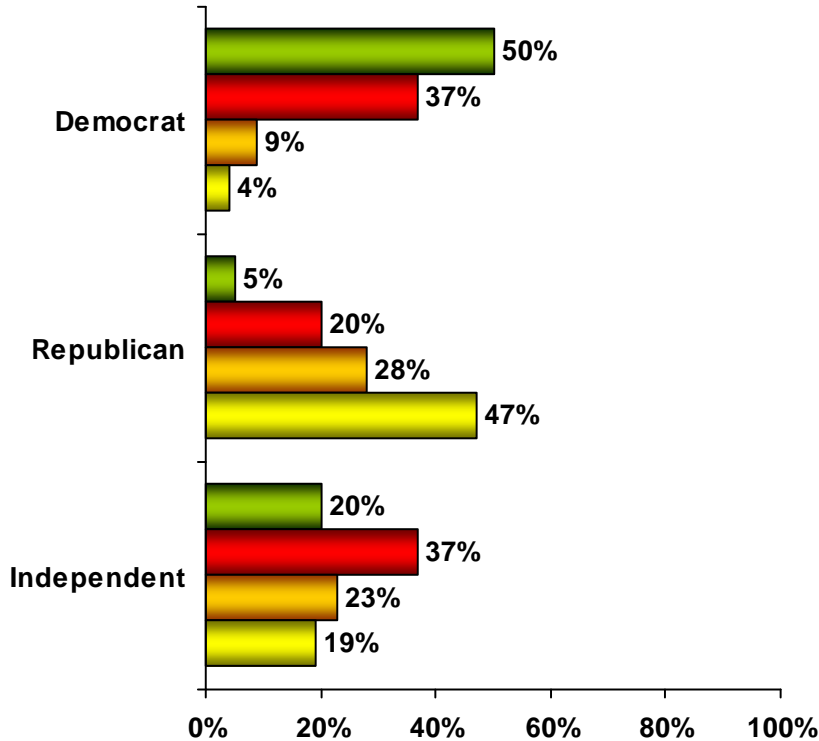


Percentages may not equal 100 due to rounding

“Which of the following best describes your overall opinion of President Barack Obama?”

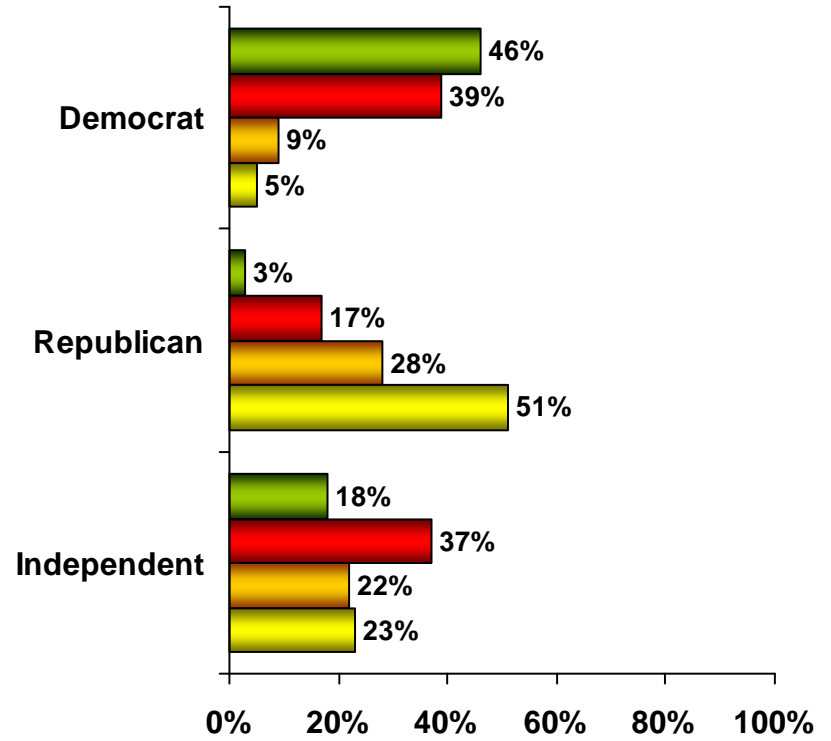
**BEFORE Viewing Ad**

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



**AFTER Viewing Ad**

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



Percentages may not equal 100 due to rounding

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

### After Viewing Video

|               | Democrats | Republicans | Independents |
|---------------|-----------|-------------|--------------|
| Anger         | 44%       | 50%         | 47%          |
| Inspiration   | 7%        | 2%          | 2%           |
| Sadness       | 30%       | 51%         | 28%          |
| Skepticism    | 41%       | 22%         | 33%          |
| Confusion     | 27%       | 15%         | 21%          |
| Disturbing    | 44%       | 55%         | 47%          |
| Embarrassment | 20%       | 11%         | 14%          |
| Pride         | 1%        | 1%          | 2%           |
| Happiness     | 1%        | 1%          | 1%           |

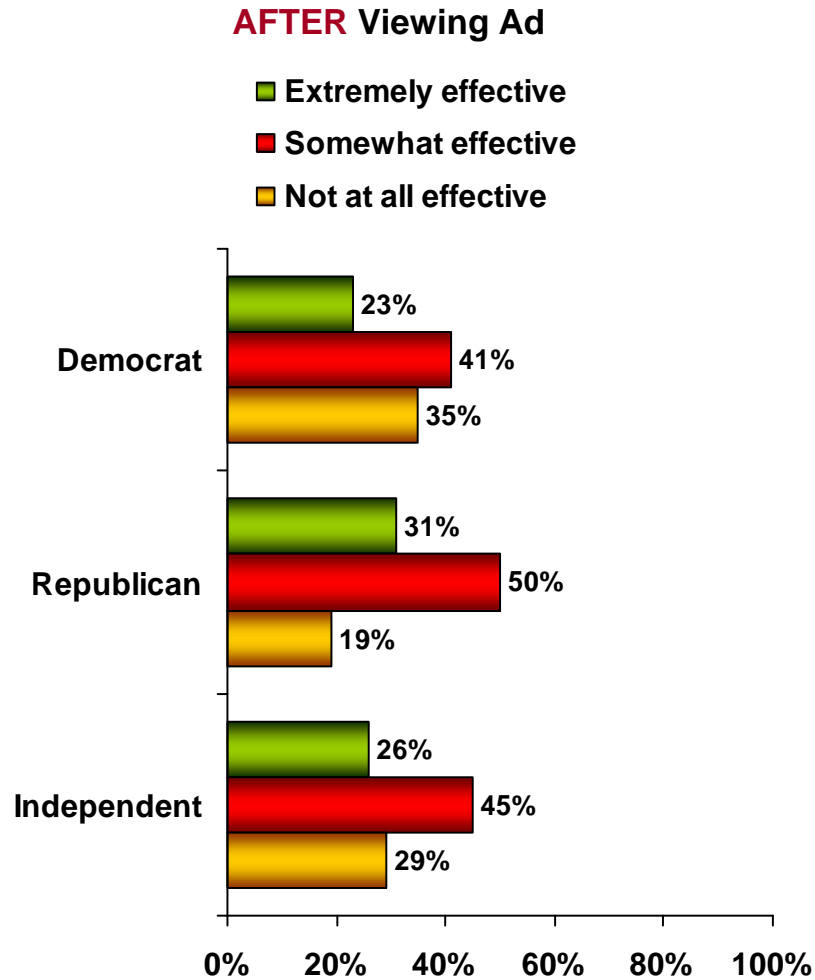
“Which of the following emotions did you feel the most while viewing the video?  
Please select one emotion you felt most.”

### After Viewing Video

|               | Democrats | Republicans | Independents |
|---------------|-----------|-------------|--------------|
| Anger         | 26%       | 34%         | 28%          |
| Inspiration   | 5%        | 1%          | 1%           |
| Sadness       | 8%        | 22%         | 10%          |
| Skepticism    | 24%       | 14%         | 23%          |
| Confusion     | 12%       | 7%          | 8%           |
| Disturbing    | 20%       | 20%         | 26%          |
| Embarrassment | 3%        | 2%          | 3%           |
| Pride         | 1%        | 0%          | 1%           |
| Happiness     | 1%        | 1%          | 0%           |

Percentages may not equal 100 due to rounding

“Please indicate how effective you thought this advertisement was.”



Percentages may not equal 100 due to rounding