

“Please rate President Barack Obama on the following attributes where 1 represents ‘Not at all strong in this attribute’ and 7 represents ‘Extremely strong in this attribute.’”

BEFORE Video

AFTER Video

Likeability

	Democrats	Republicans	Independents
MEAN	6.0	3.9	5.0

	Democrats	Republicans	Independents
MEAN	6.1	4.0	5.1

Believability

	Democrats	Republicans	Independents
MEAN	5.7	3.1	4.3

	Democrats	Republicans	Independents
MEAN	6.0	3.4	4.7

Sincerity

	Democrats	Republicans	Independents
MEAN	5.8	3.3	4.6

	Democrats	Republicans	Independents
MEAN	6.1	3.6	4.8

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	0%	11%	2%
Inspiration	85%	42%	68%
Sadness	1%	3%	6%
Skepticism	12%	51%	32%
Confusion	3%	13%	4%
Disturbing	2%	7%	1%
Embarrassment	1%	6%	1%
Pride	61%	21%	37%
Happiness	33%	10%	26%

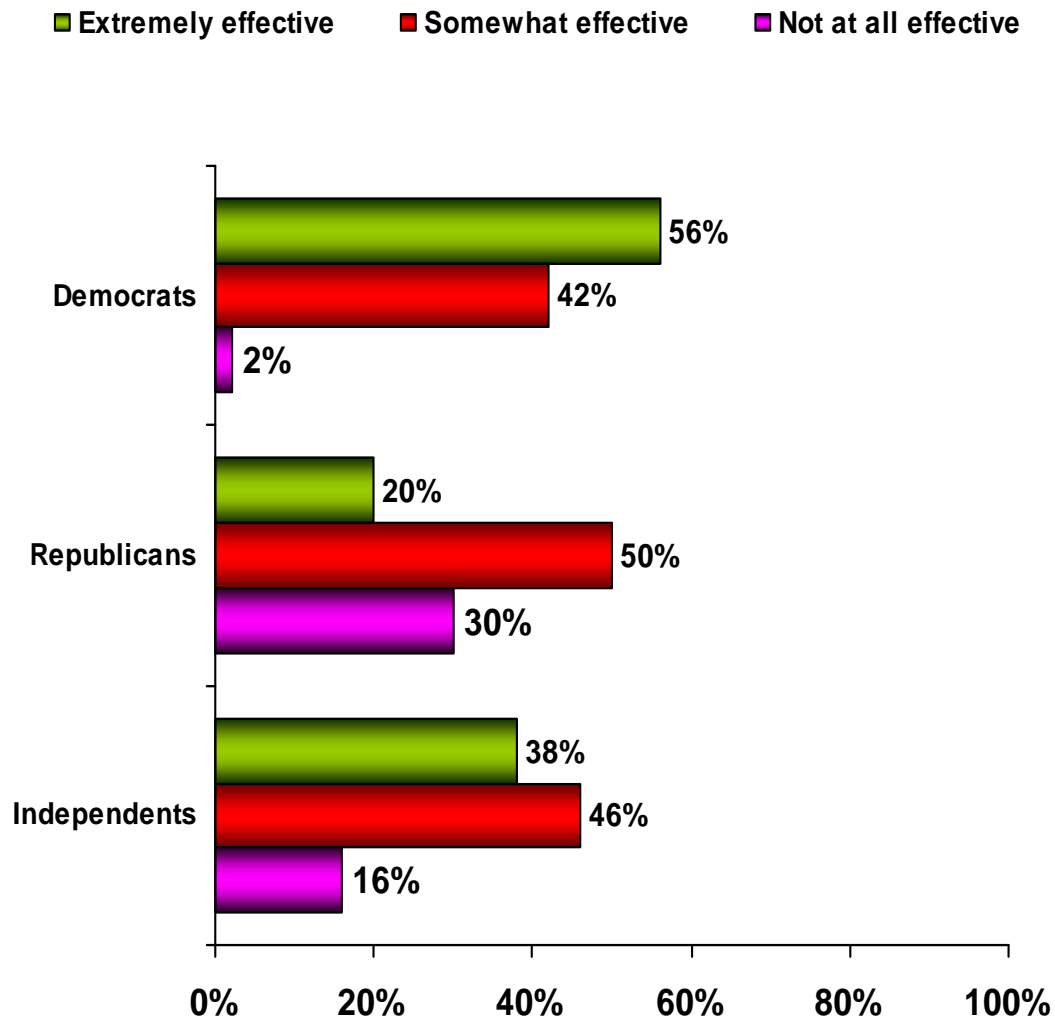
“Which of the following emotions did you feel the most while viewing the video?
Please select all that apply.”

After Viewing Video

	Democrats	Republicans	Independents
Anger	0%	2%	0%
Inspiration	76%	39%	57%
Sadness	1%	1%	4%
Skepticism	4%	43%	23%
Confusion	1%	6%	0%
Disturbing	2%	2%	1%
Embarrassment	0%	0%	0%
Pride	14%	5%	11%
Happiness	1%	2%	4%

“Please indicate how effective you think President Barack Obama’s speech on education was.”

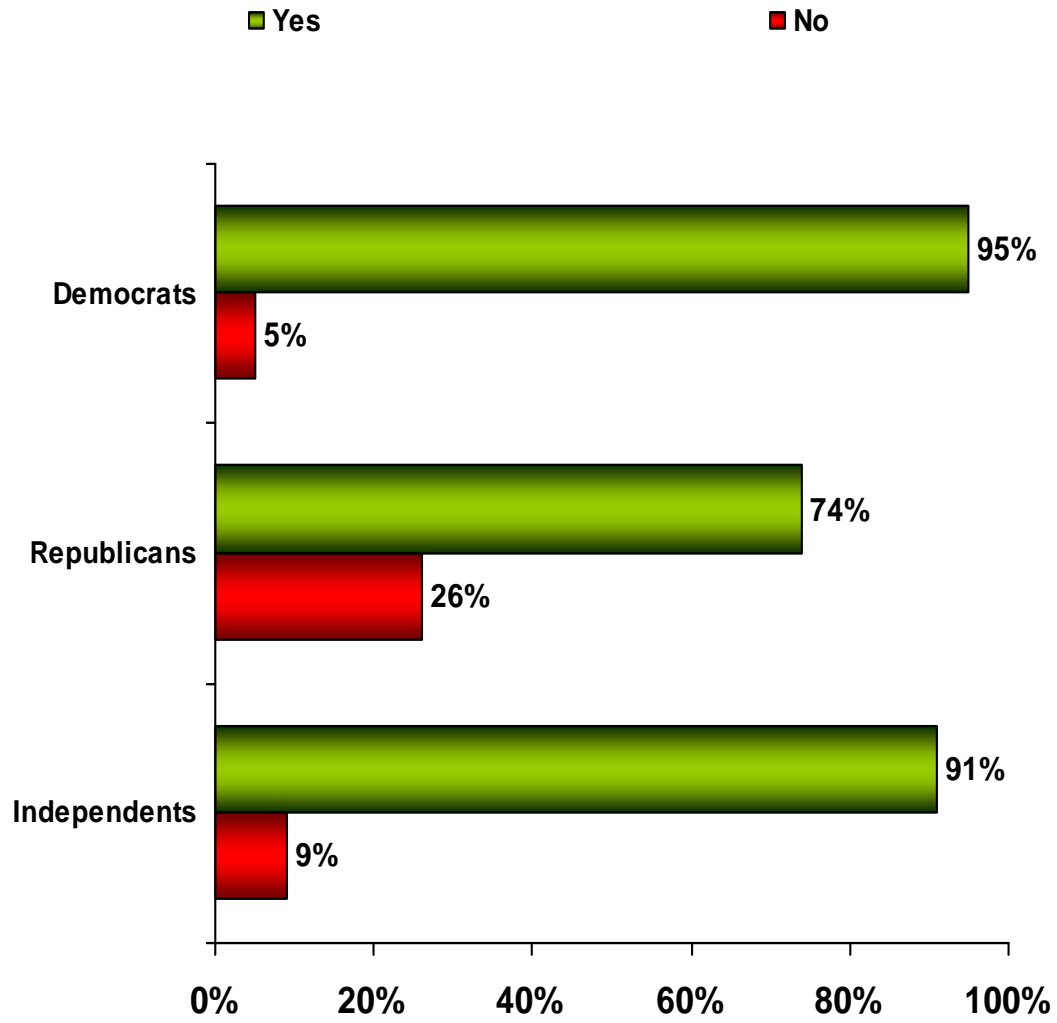
AFTER Video



Percentages may not equal 100 due to rounding

“Do you think it is appropriate for a president to address students on this subject matter (education, staying in school, etc.)?”

AFTER Video



Percentages may not equal 100 due to rounding