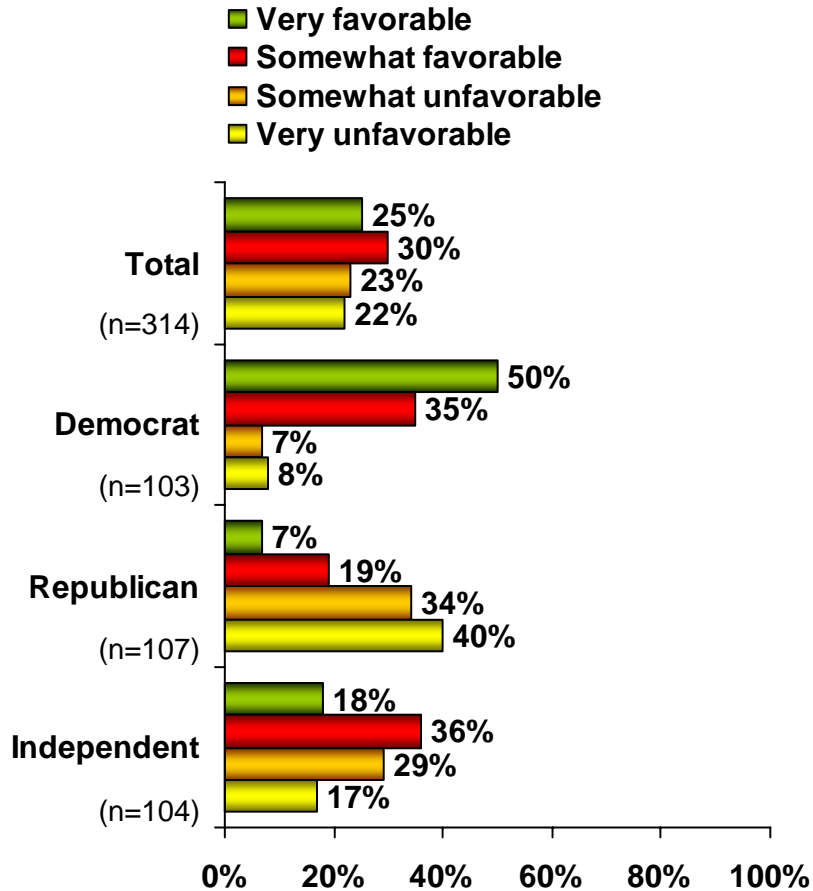
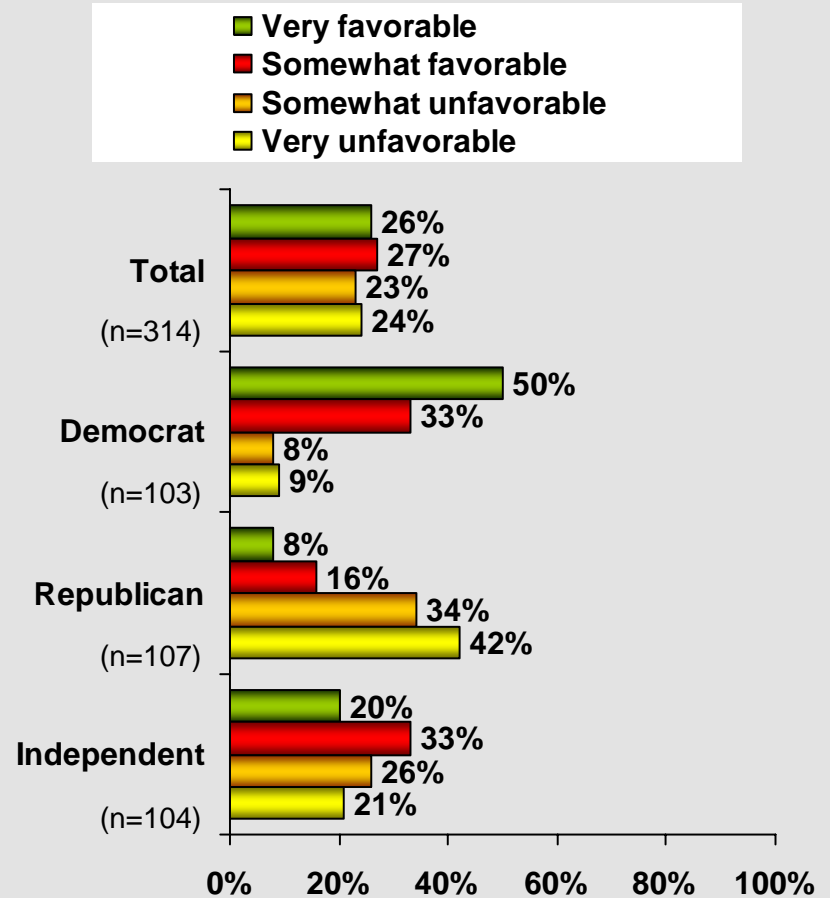


# “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

## Before Viewing Video



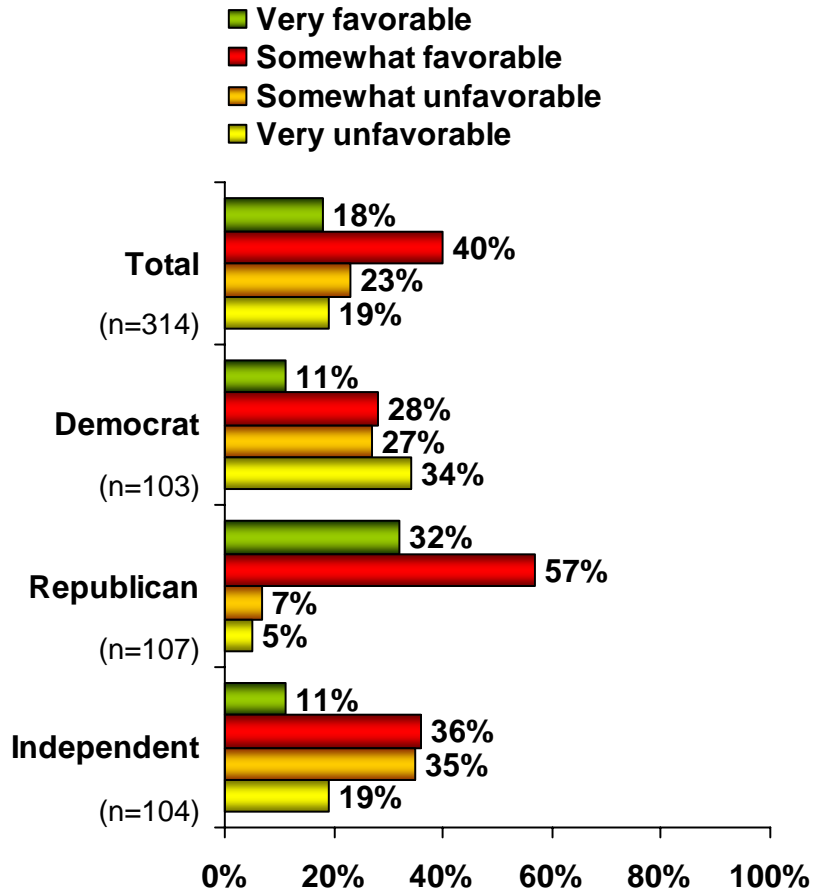
## After Viewing Video



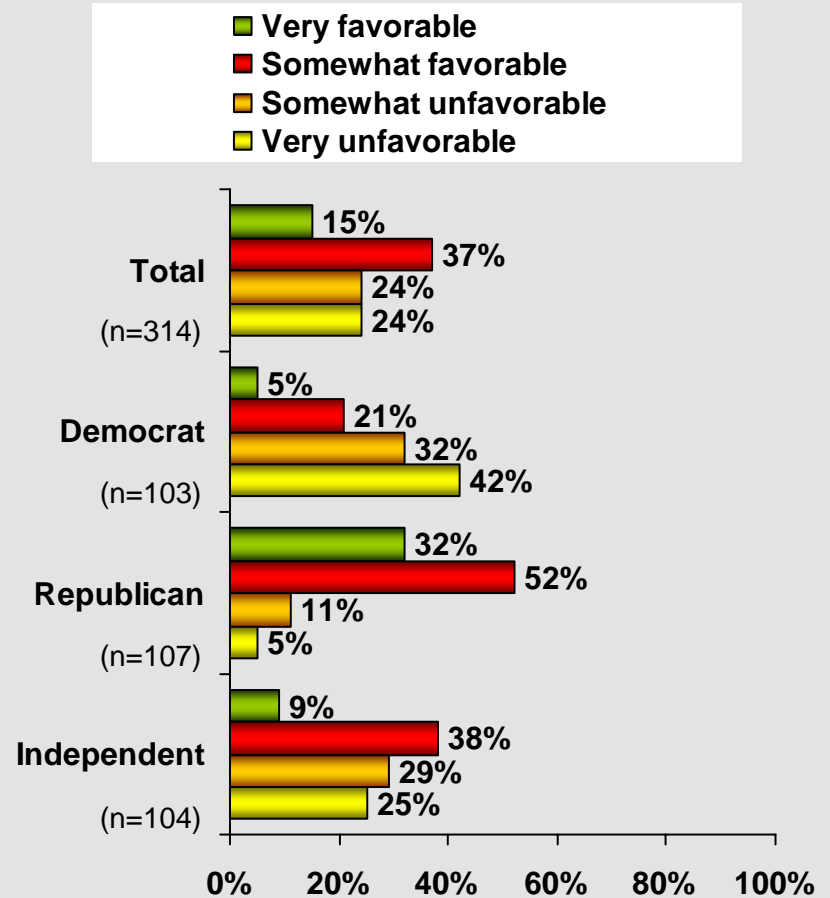
Percentages may not equal 100 due to rounding

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

## Before Viewing Video



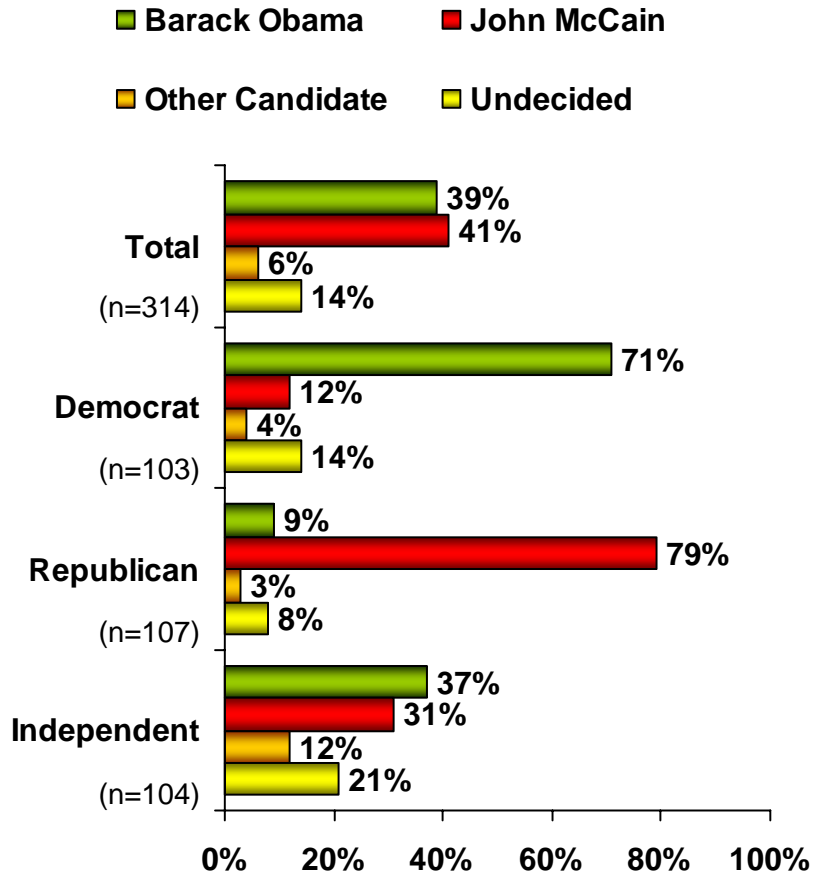
## After Viewing Video



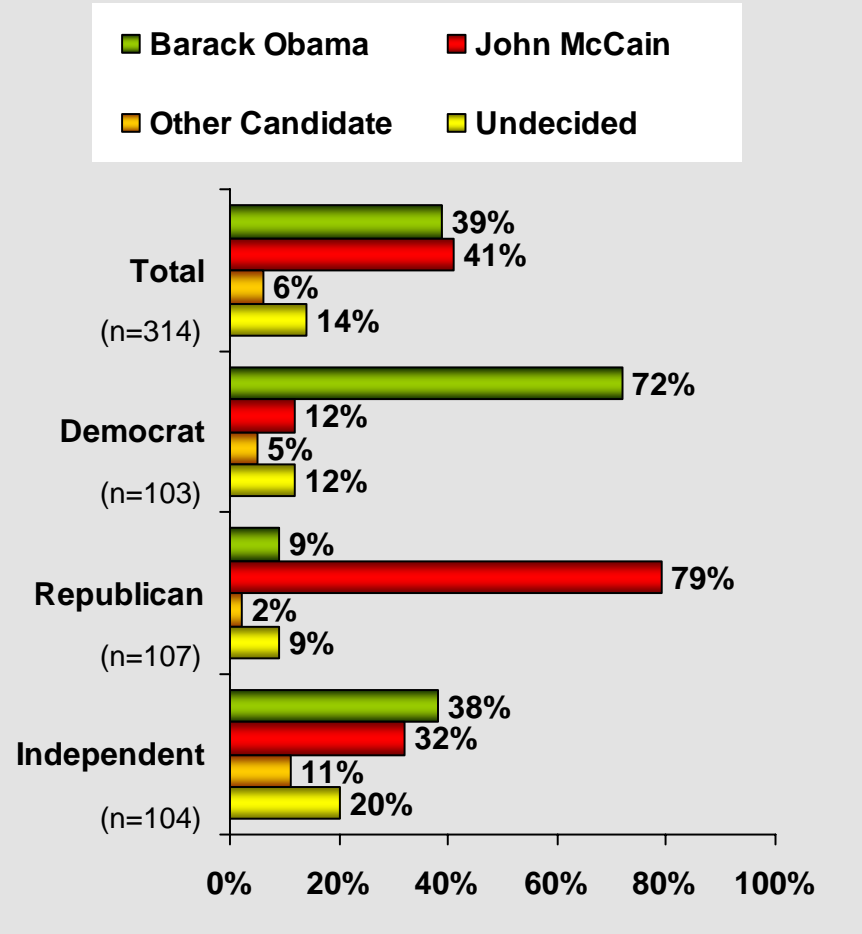
Percentages may not equal 100 due to rounding

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

## Before Viewing Video



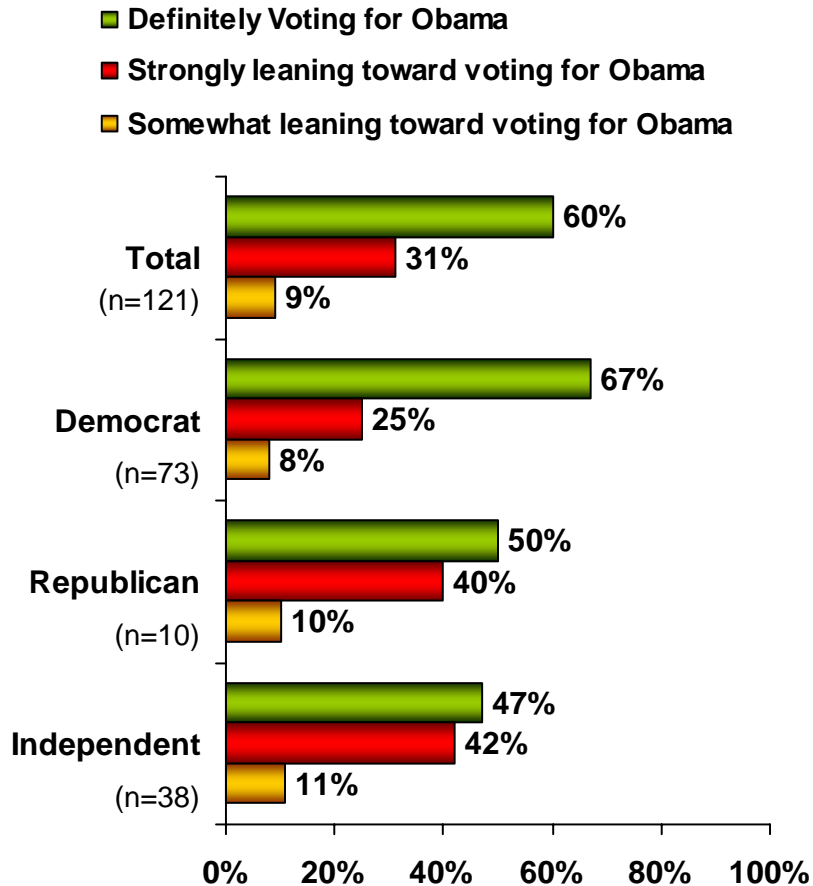
## After Viewing Video



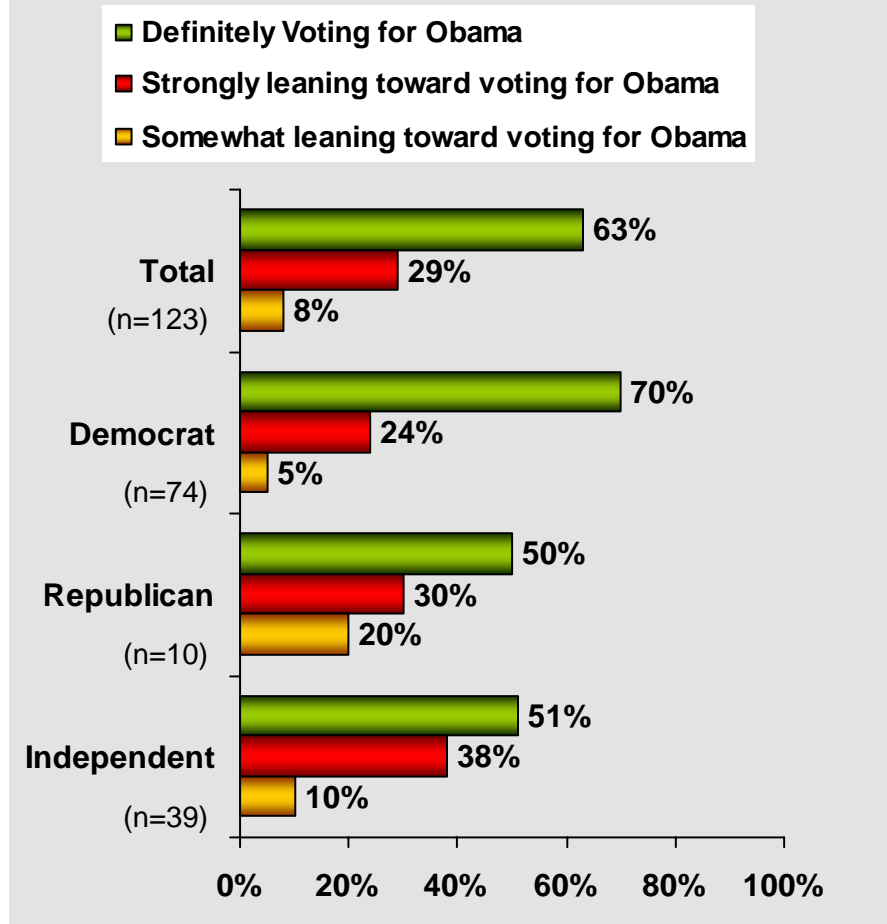
Percentages may not equal 100 due to rounding

**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**



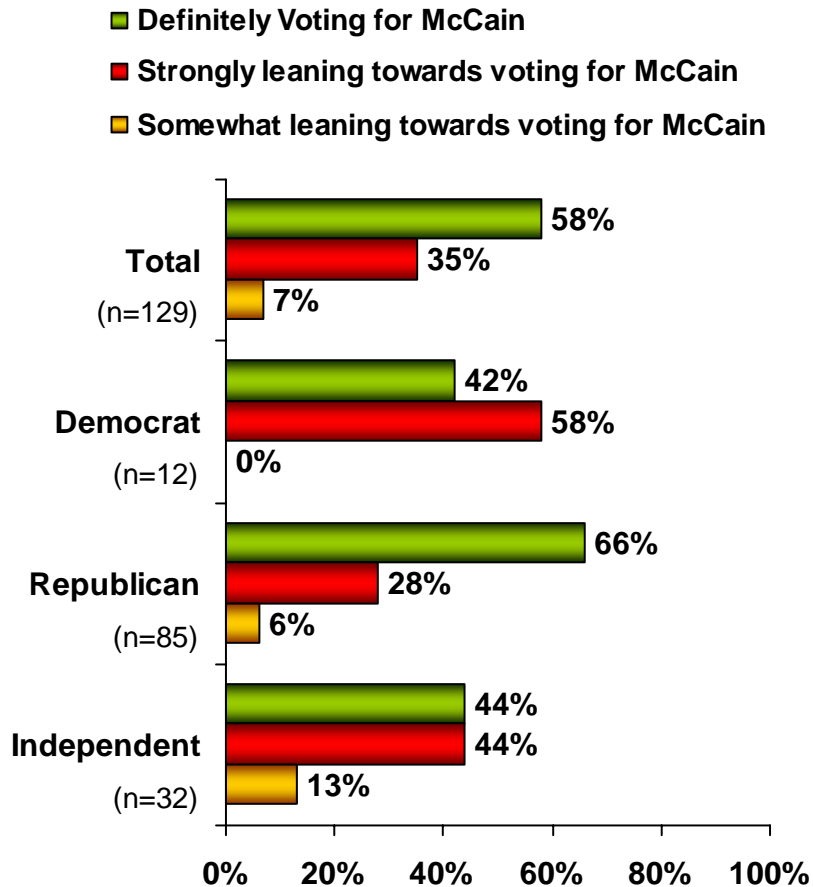
**After Viewing Video**



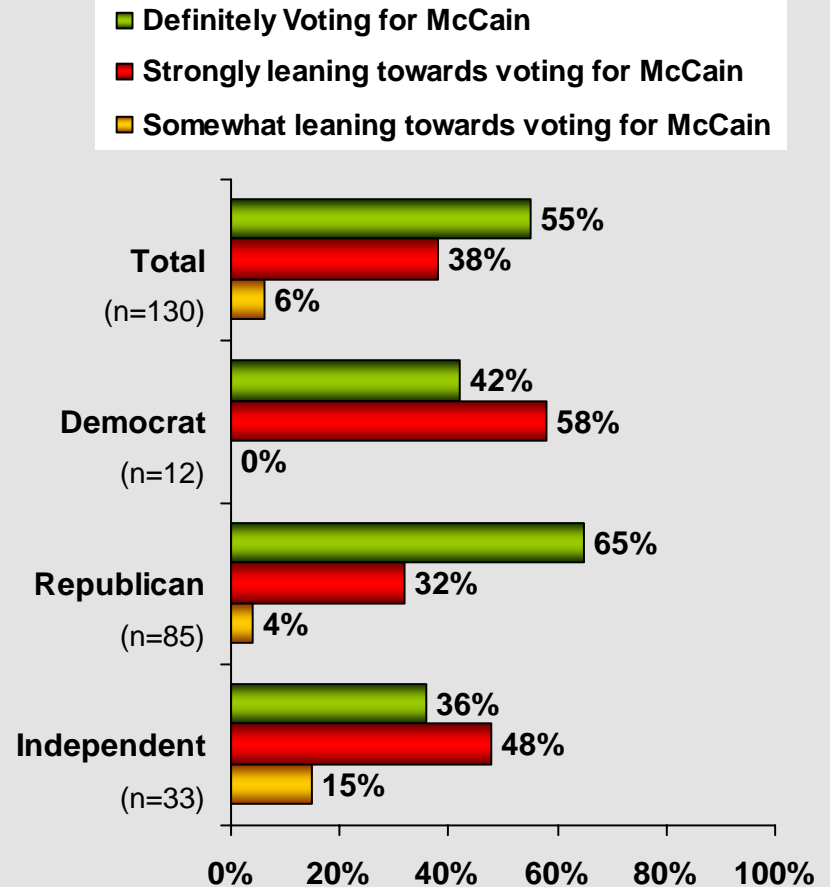
Percentages may not equal 100 due to rounding

**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

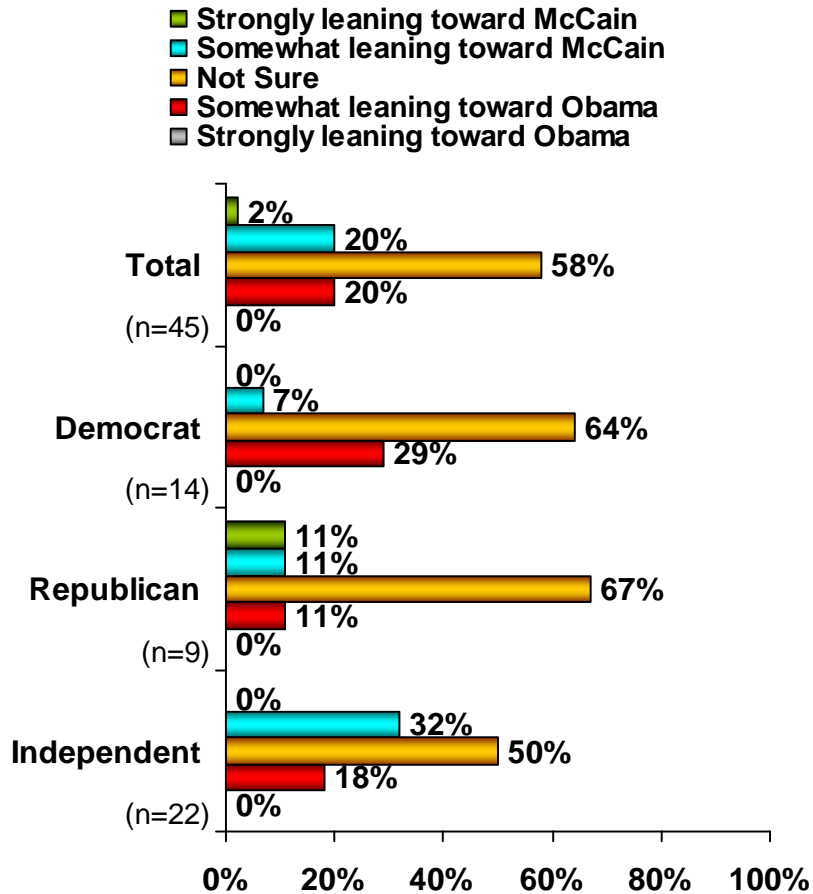


Percentages may not equal 100 due to rounding

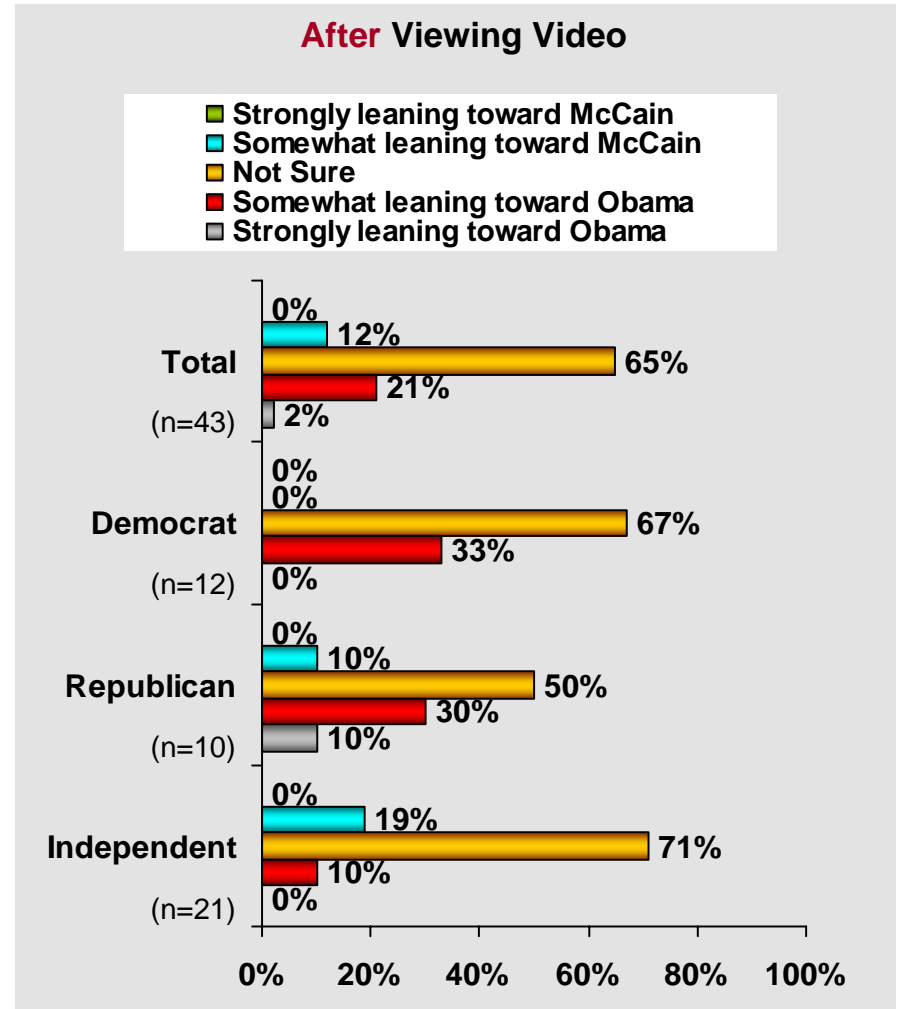
**If respondent indicated they are undecided:**

**“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**

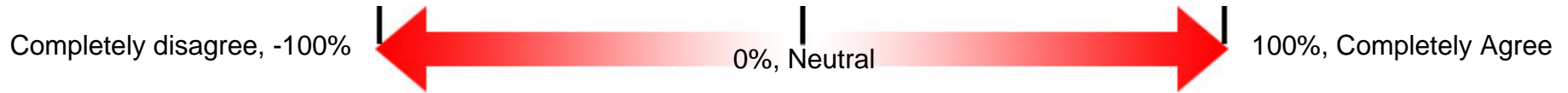


**After Viewing Video**



Percentages may not equal 100 due to rounding

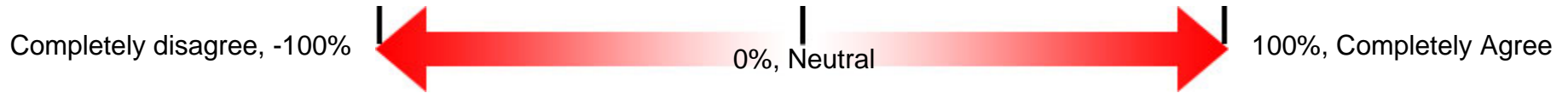
**“Please specify how much you agree/disagree with the following statements about Barack Obama.”**



Mean Responses on a Scale of: -100% (Completely Disagree) to +100% (Completely Agree) Scale	Before Viewing Ad				After Viewing Ad			
	Total (n=314)	Registered Democrat (n=103)	Registered Republican (n=107)	Registered Independent (n=104)	Total (n=314)	Registered Democrat (n=103)	Registered Republican (n=107)	Registered Independent (n=104)
He is hard working.	24%	49%	3%	21%	24%	49%	3%	22%
He is honest.	4%	39%	-26%	2%	3%	40%	-30%	-1%
He is concerned about people like me.	-1%	40%	-41%	-3%	2%	42%	-37%	1%
He is fighting for a change.	23%	50%	1%	18%	21%	49%	-2%	17%
He will represent my values.	-4%	38%	-42%	-7%	-1%	41%	-40%	-3%
He is not tied to special interests.	-8%	23%	-33%	-13%	-5%	31%	-33%	-13%
He is accountable.	4%	38%	-25%	1%	5%	38%	-27%	4%
He is firm and consistent in his views.	-6%	29%	-38%	-6%	1%	36%	-30%	-3%

Percentages may not equal 100 due to rounding

**“Please specify how much you agree/disagree with the following statements about John McCain.”**



Mean Responses on a Scale of: -100% (Completely Disagree) to +100% (Completely Agree) Scale	Before Viewing Ad				After Viewing Ad			
	Total (n=314)	Registered Democrat (n=103)	Registered Republican (n=107)	Registered Independent (n=104)	Total (n=314)	Registered Democrat (n=103)	Registered Republican (n=107)	Registered Independent (n=104)
He is hard working.	34%	24%	52%	26%	29%	15%	49%	23%
He is honest.	12%	-6%	34%	6%	8%	-16%	33%	7%
He is concerned about people like me.	1%	-25%	30%	-4%	-1%	-31%	32%	-4%
He is fighting for a change.	0%	-24%	26%	-4%	-1%	-31%	30%	-3%
He will represent my values.	2%	-30%	35%	0%	0%	-36%	35%	-2%
He is not tied to special interests.	-13%	-30%	6%	-17%	-13%	-34%	12%	-19%
He is accountable.	15%	-2%	37%	10%	10%	-15%	37%	7%
He is firm and consistent in his views.	13%	-6%	35%	10%	9%	-14%	34%	5%

Percentages may not equal 100 due to rounding

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

**After Viewing Video**

	<b>Total (n=314)</b>	<b>Registered Democrat (n=103)</b>	<b>Registered Republican (n=107)</b>	<b>Registered Independent (n=104)</b>
Anger	25%	29%	21%	24%
Inspiration	8%	8%	7%	9%
Sadness	20%	26%	12%	22%
Skepticism	43%	27%	56%	46%
Confusion	11%	9%	10%	14%
Disturbing	32%	44%	24%	27%
Embarrassment	13%	10%	14%	16%
Pride	5%	8%	2%	7%
Happiness	4%	4%	3%	6%

*Percentages may not equal 100 due to rounding*

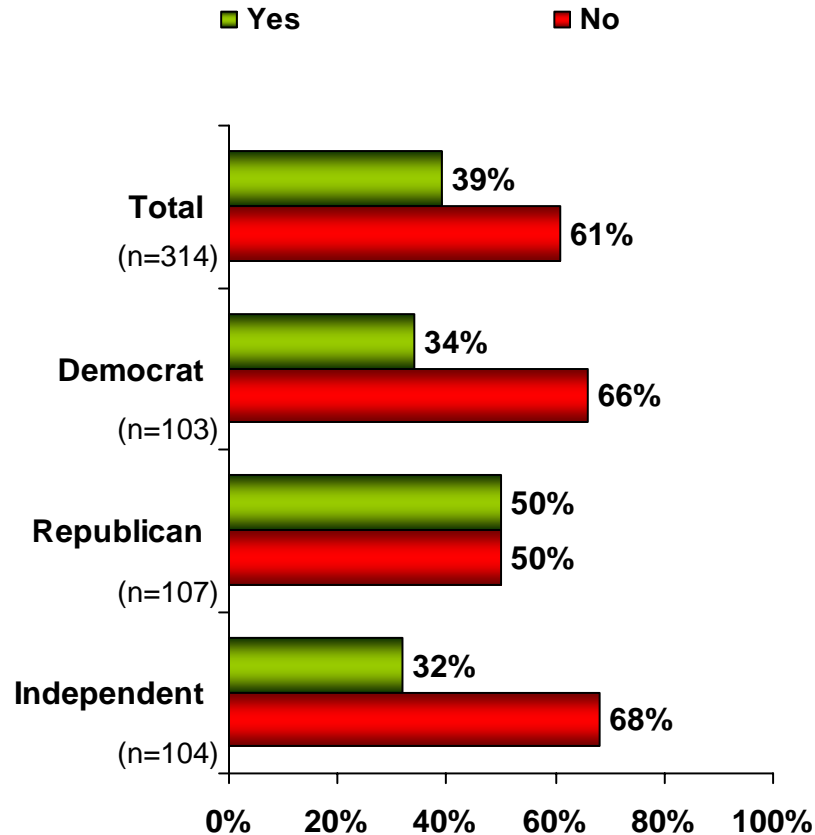
**“Which of the following emotions did you feel the most while viewing the video?  
Please select one emotion you felt most.”**

**After Viewing Video**

	<b>Total (n=314)</b>	<b>Registered Democrat (n=103)</b>	<b>Registered Republican (n=107)</b>	<b>Registered Independent (n=104)</b>
Anger	16%	16%	20%	13%
Inspiration	5%	6%	5%	6%
Sadness	9%	12%	5%	11%
Skepticism	32%	19%	45%	33%
Confusion	6%	6%	5%	9%
Disturbing	19%	30%	12%	16%
Embarrassment	6%	5%	6%	8%
Pride	3%	4%	2%	2%
Happiness	3%	3%	2%	4%

*Percentages may not equal 100 due to rounding*

# “Prior to viewing this commercial, were you aware of the messages about John McCain described in this commercial?”



Percentages may not equal 100 due to rounding