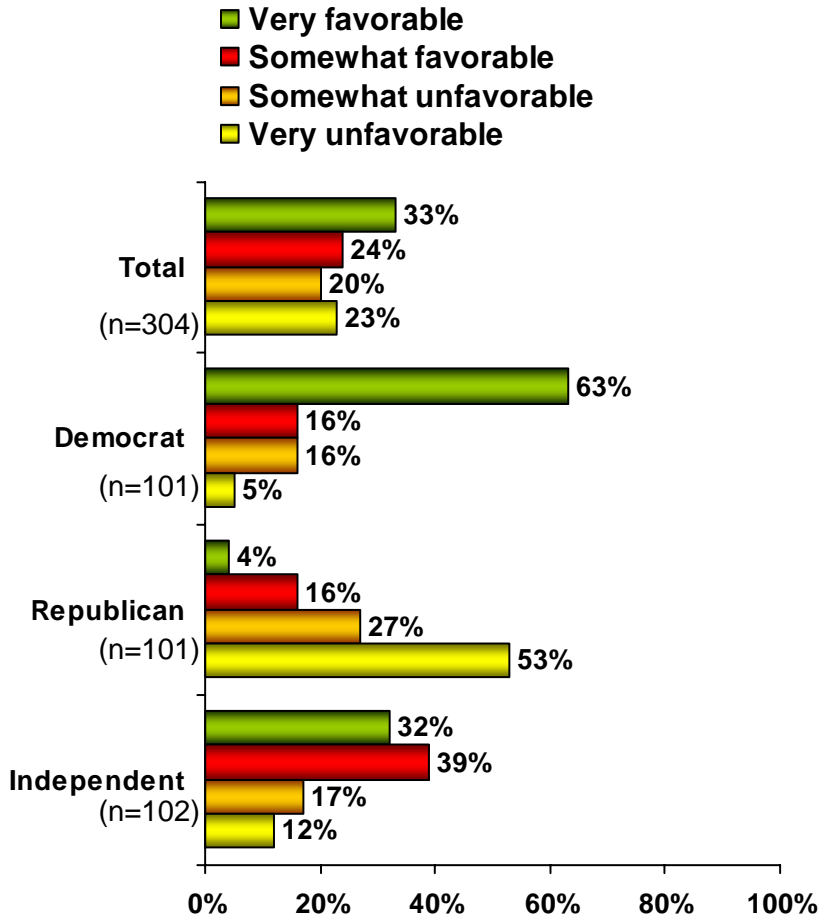
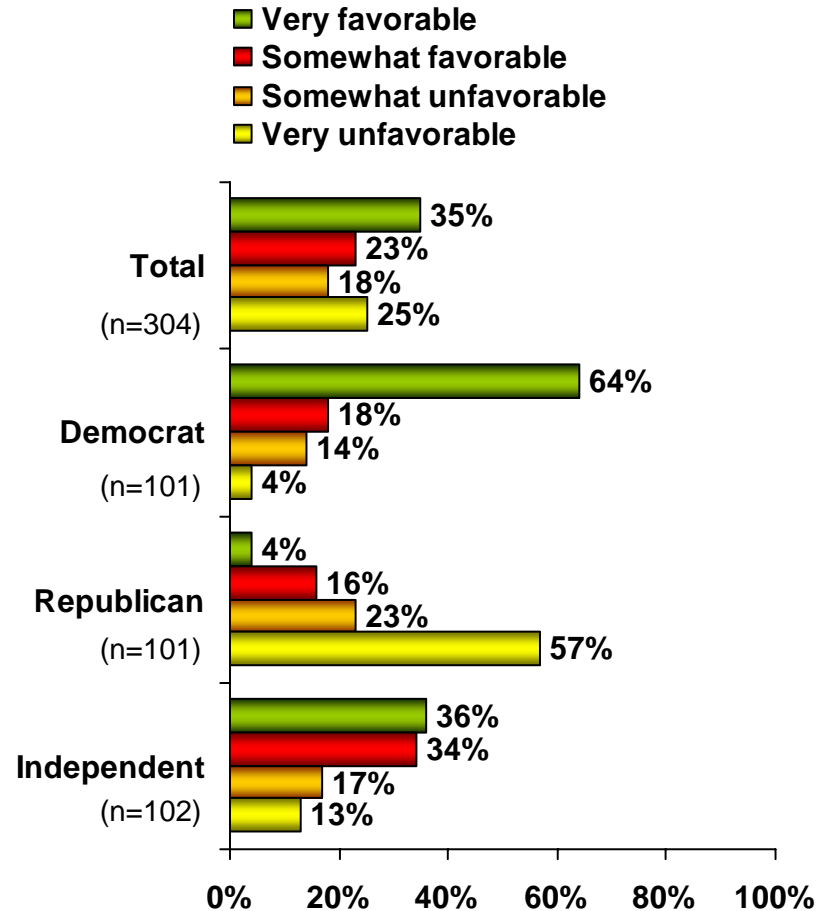


# “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

## Before Viewing Video



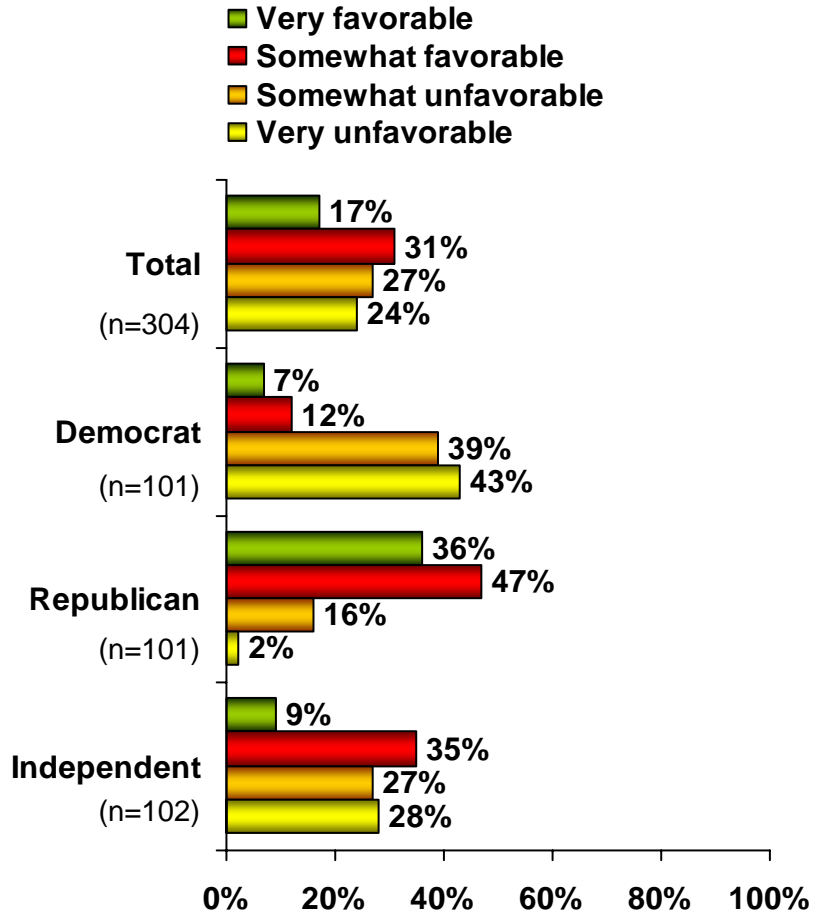
## After Viewing Video



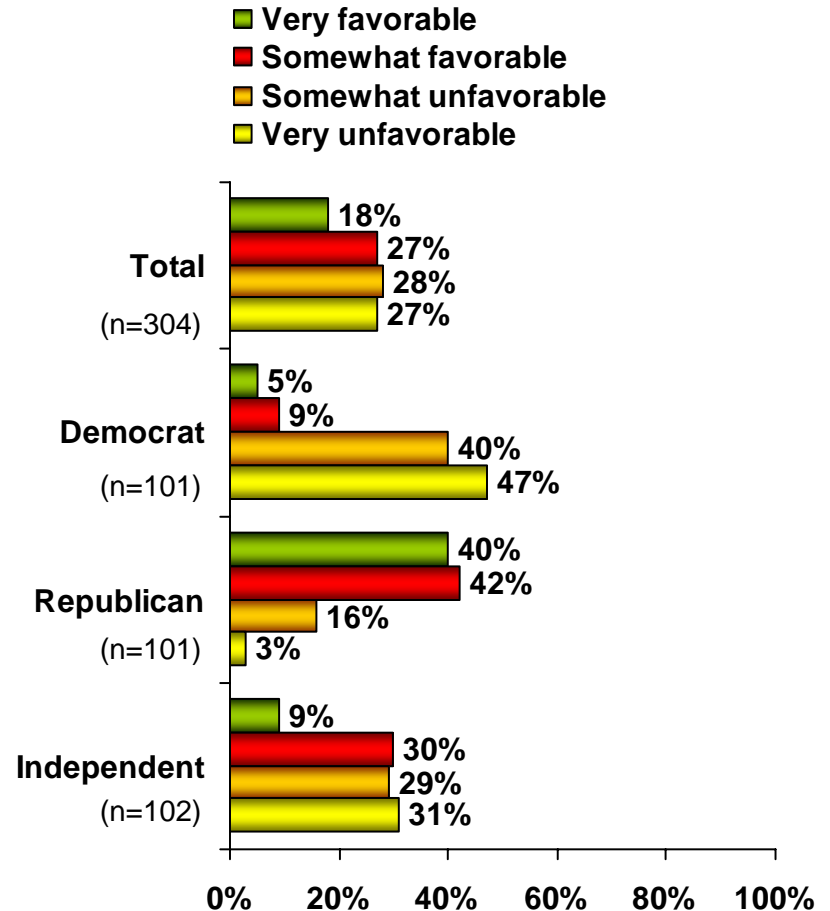
Percentages may not equal 100 due to rounding

# “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

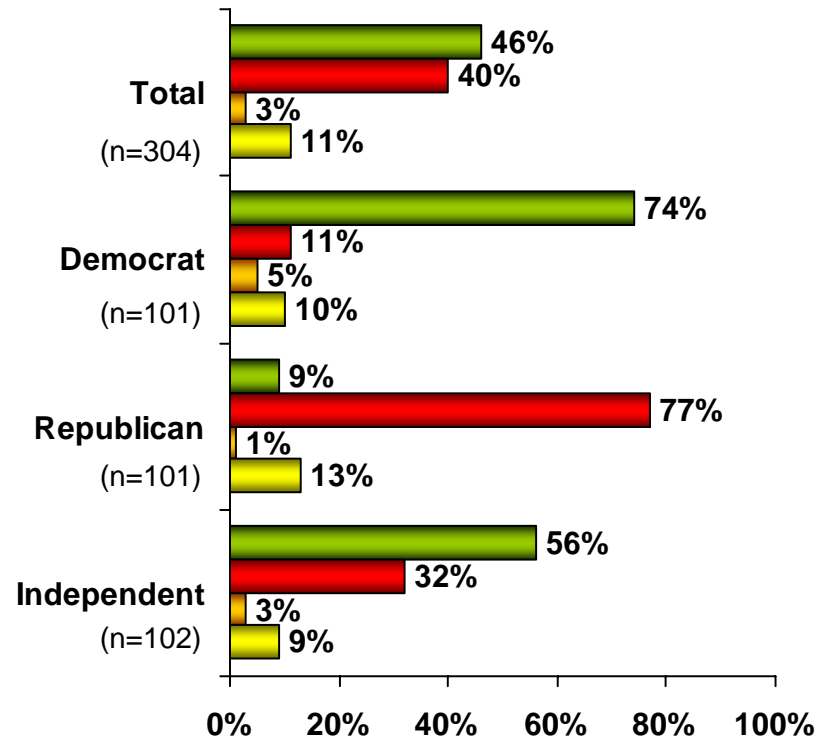
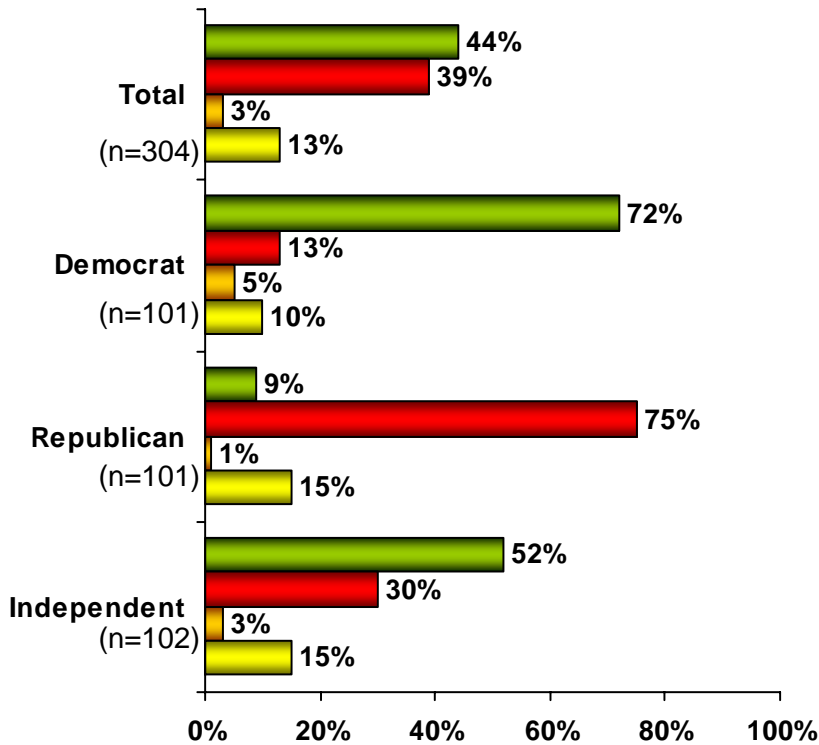
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

## 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

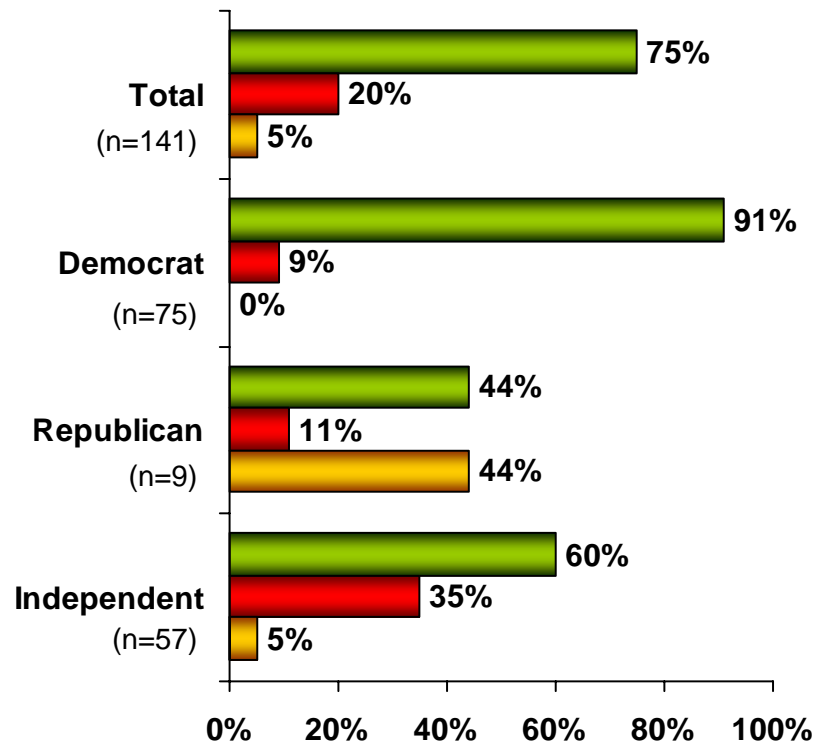
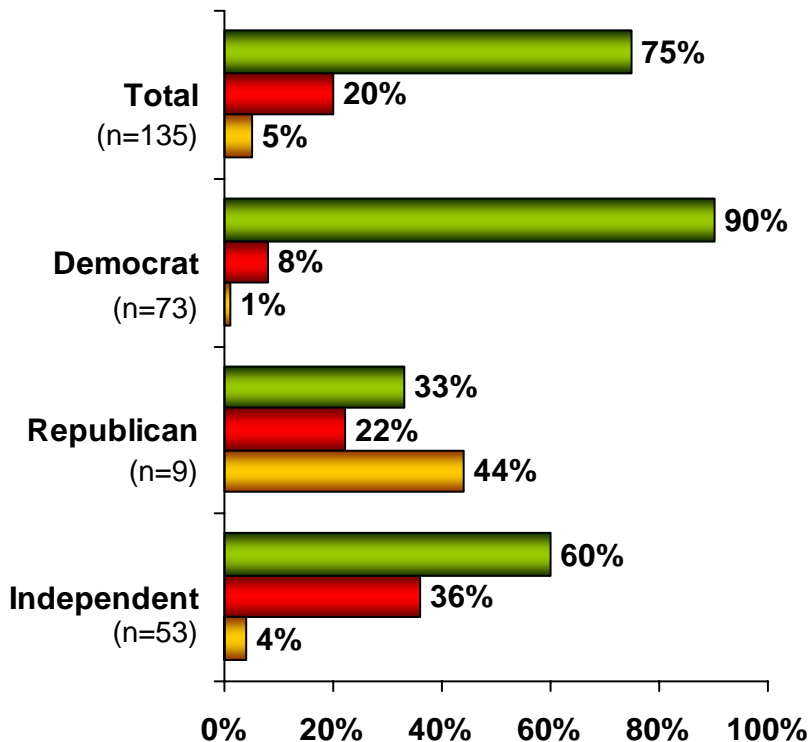
**If respondent indicated they will vote for Obama:  
 “Which of the following best describes your likelihood to vote for Barack Obama  
 in the 2008 Presidential Election?”**

**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

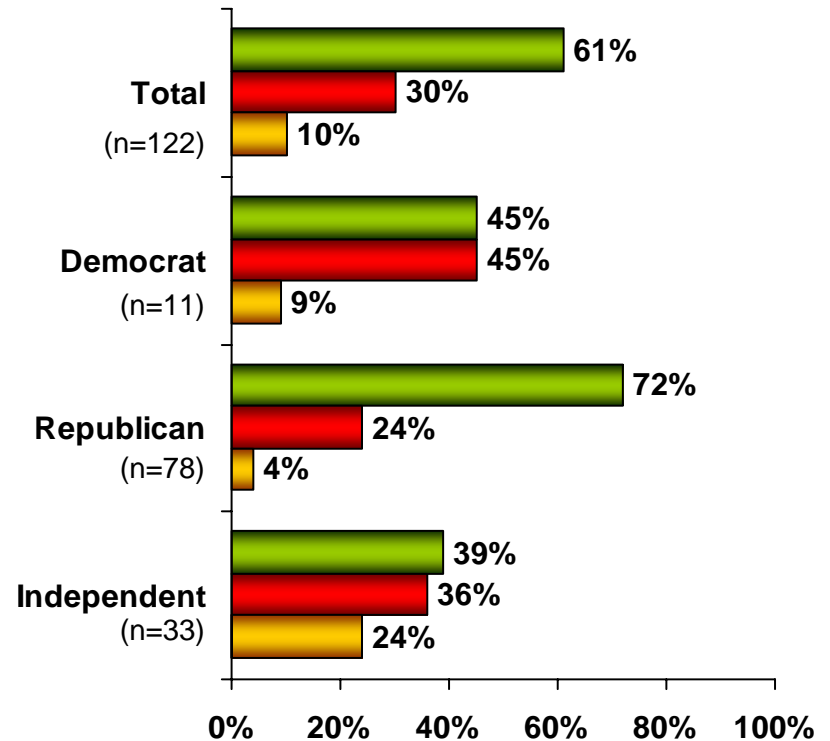
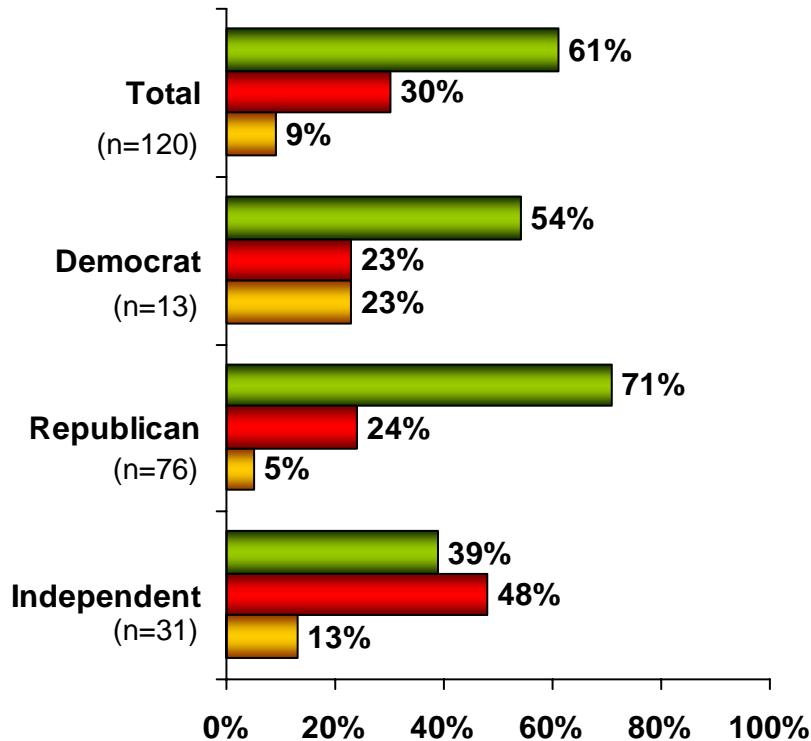
**If respondent indicated they will vote for McCain:  
 “Which of the following best describes your likelihood to vote for John McCain  
 in the 2008 Presidential Election?”**

**Before** Viewing Video

**After** Viewing Video

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

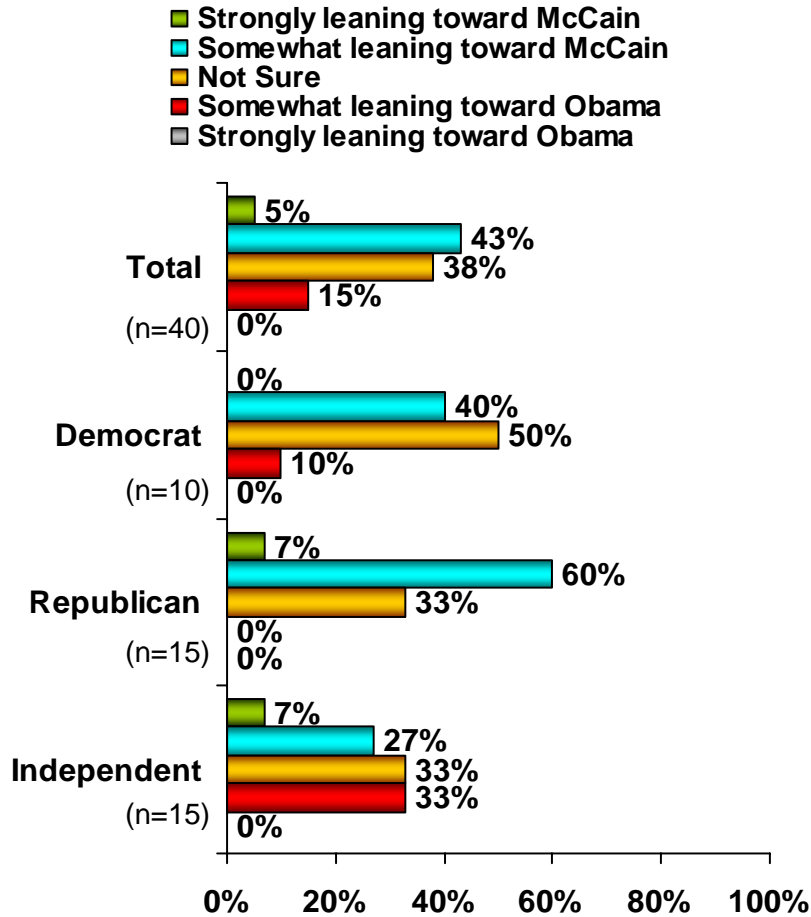
- Definitely Voting for McCain
- Strongly leaning towards voting for McCain
- Somewhat leaning towards voting for McCain



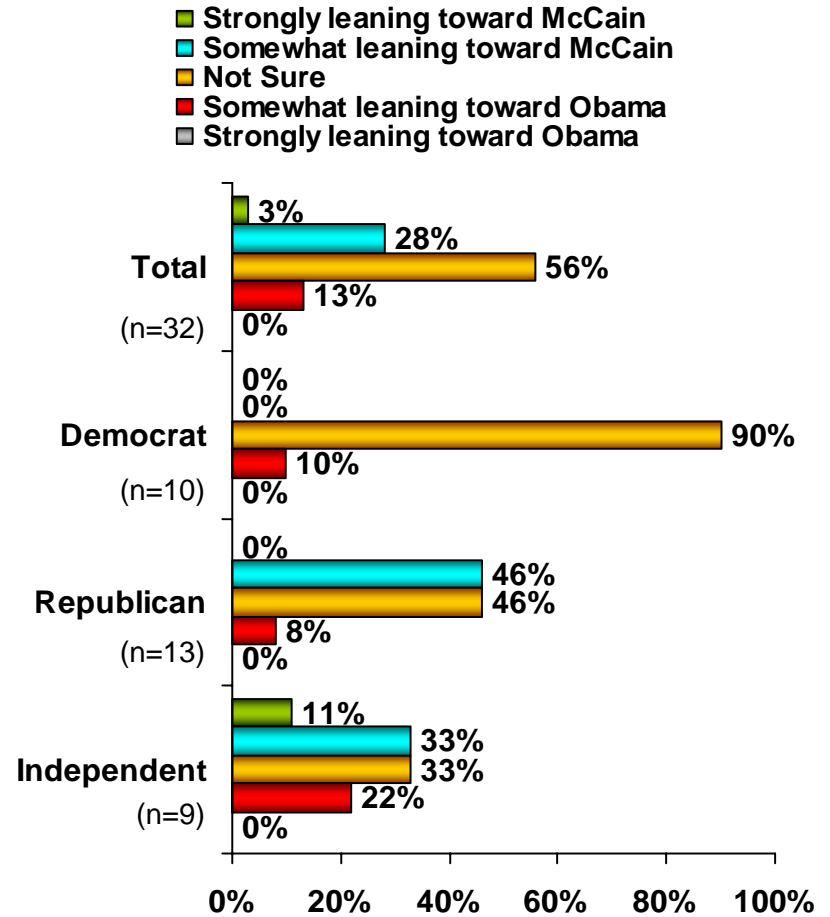
Percentages may not equal 100 due to rounding

**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**



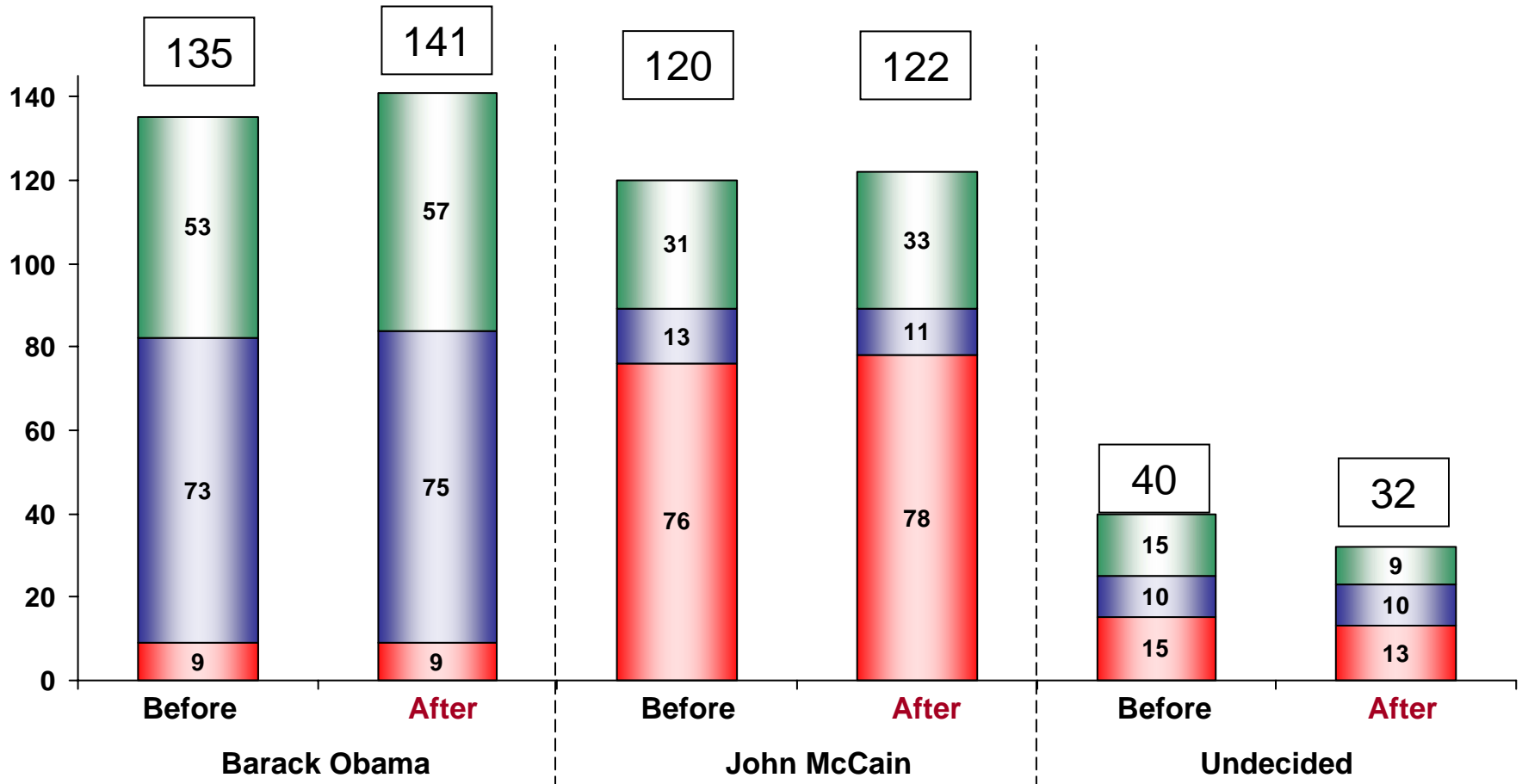
**After Viewing Video**



Percentages may not equal 100 due to rounding

## # of Respondents Supporting Each Candidate

■ Republicans 
 ■ Democrats 
 ■ Independents 
 ■



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

**After Viewing Video**

	<b>Total (n=304)</b>	<b>Registered (n=101)</b>	<b>Registered Republican (n=101)</b>	<b>Registered Independent (n=102)</b>
Anger	15%	11%	20%	14%
Inspiration	33%	50%	10%	37%
Sadness	7%	8%	7%	7%
Skepticism	40%	15%	71%	35%
Confusion	9%	8%	13%	5%
Disturbing	15%	9%	21%	15%
Embarrassment	4%	3%	6%	3%
Pride	21%	42%	2%	20%
Happiness	15%	27%	2%	17%

*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=304)</b>	<b>Registered Democrat (n=101)</b>	<b>Registered Republican (n=101)</b>	<b>Registered Independent (n=102)</b>
Anger	8%	4%	11%	9%
Inspiration	27%	39%	9%	33%
Sadness	4%	6%	0%	5%
Skepticism	35%	12%	58%	33%
Confusion	5%	5%	8%	2%
Disturbing	6%	5%	9%	4%
Embarrassment	1%	1%	3%	0%
Pride	10%	20%	1%	8%
Happiness	5%	9%	1%	6%

*Percentages may not equal 100 due to rounding*