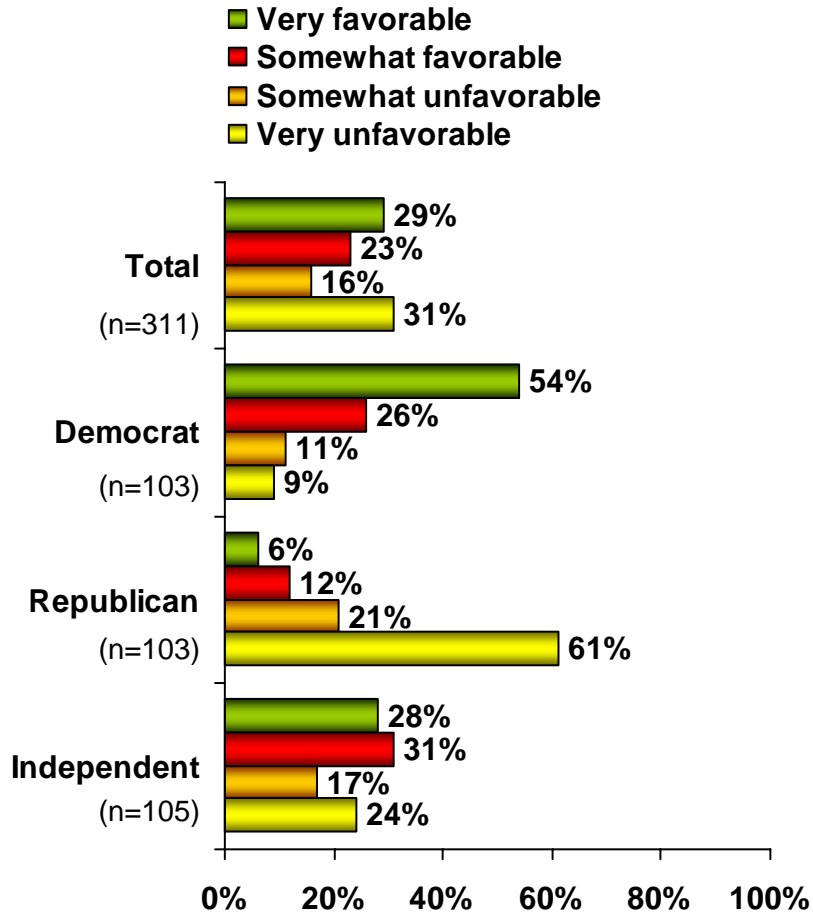
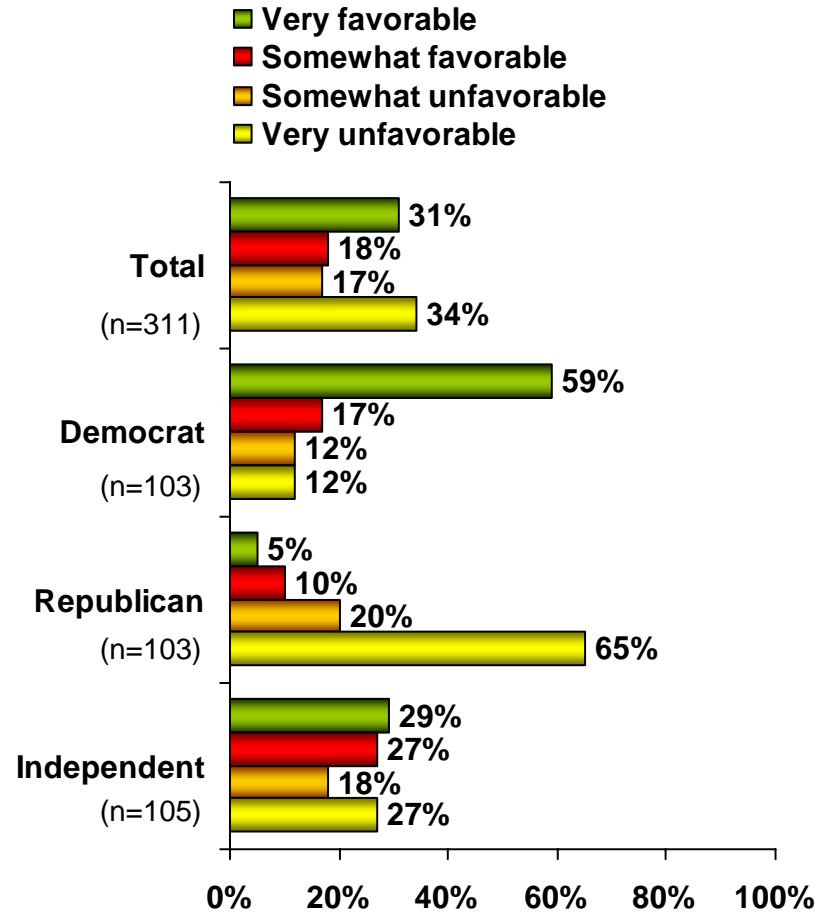


# “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

## Before Viewing Video



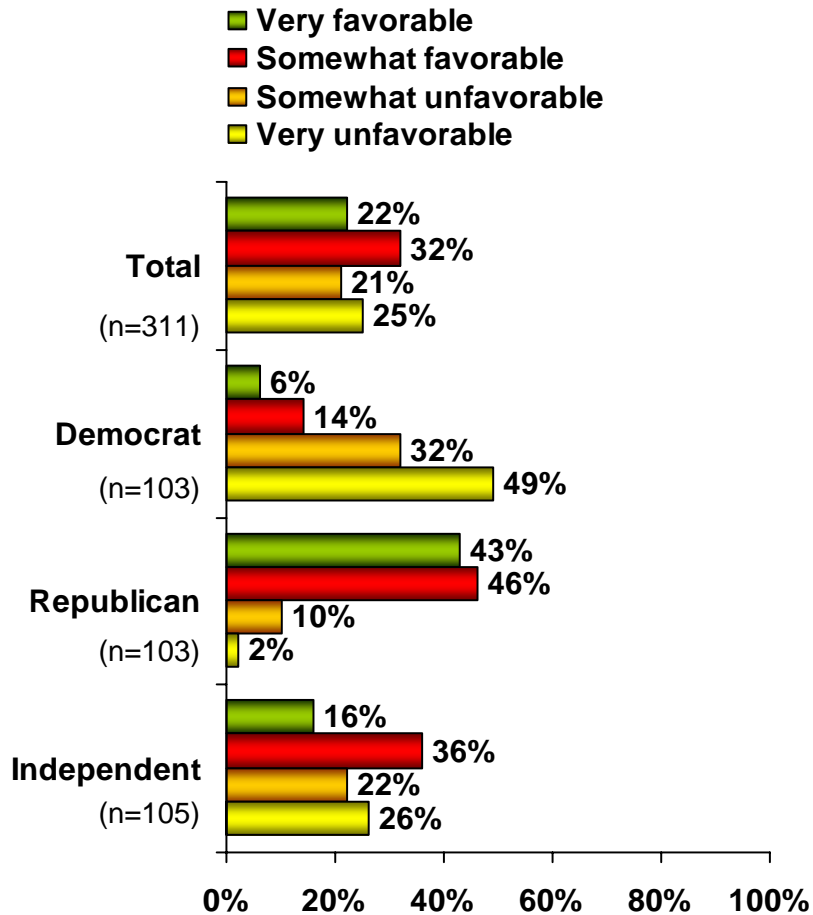
## After Viewing Video



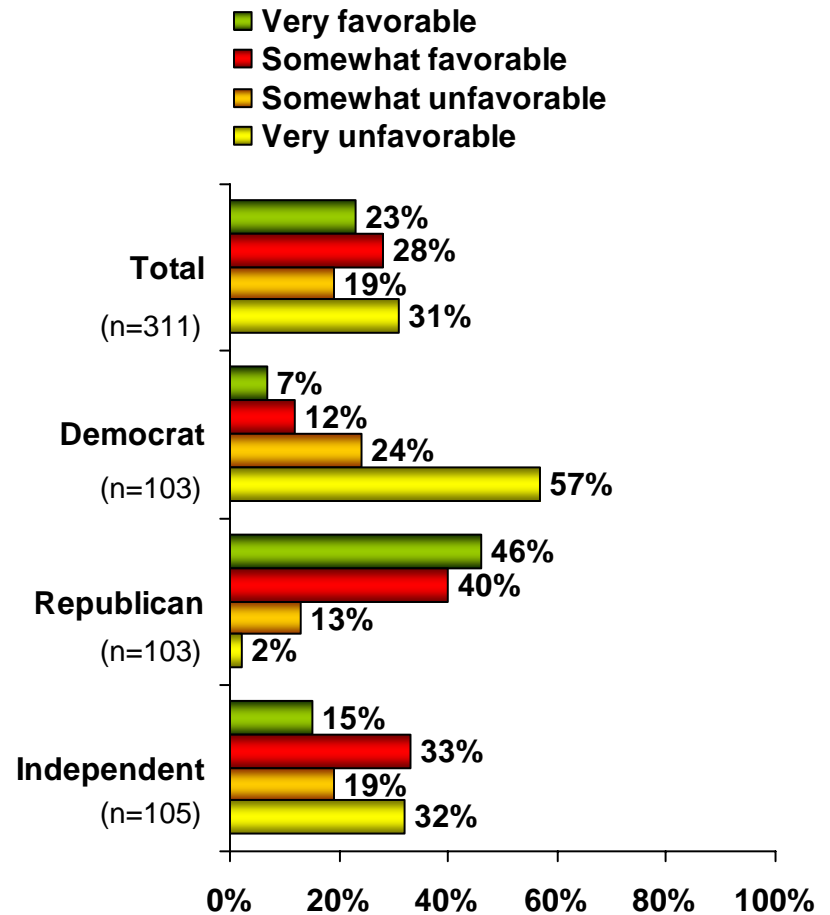
Percentages may not equal 100 due to rounding

# “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

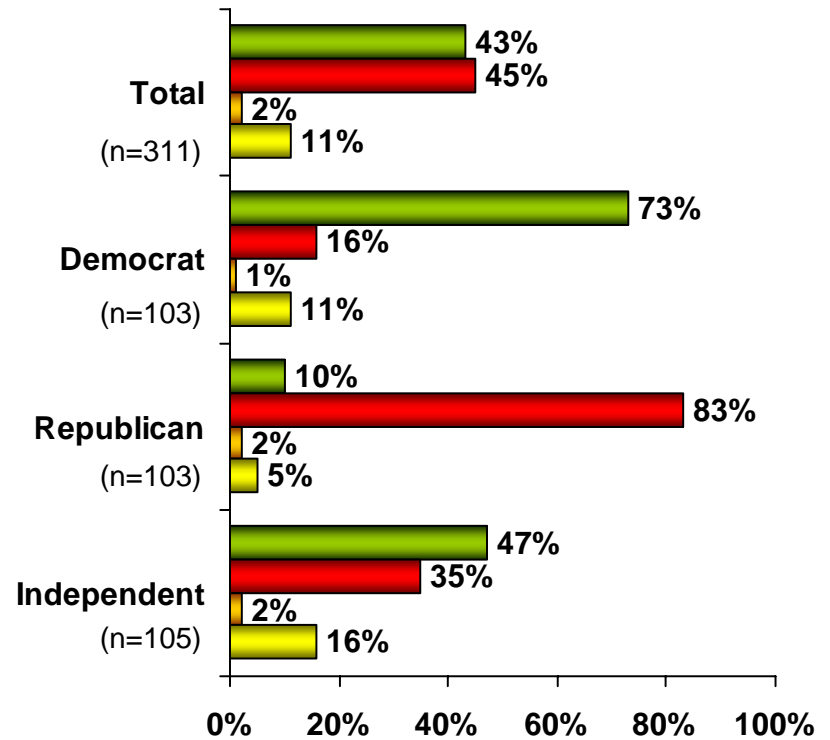
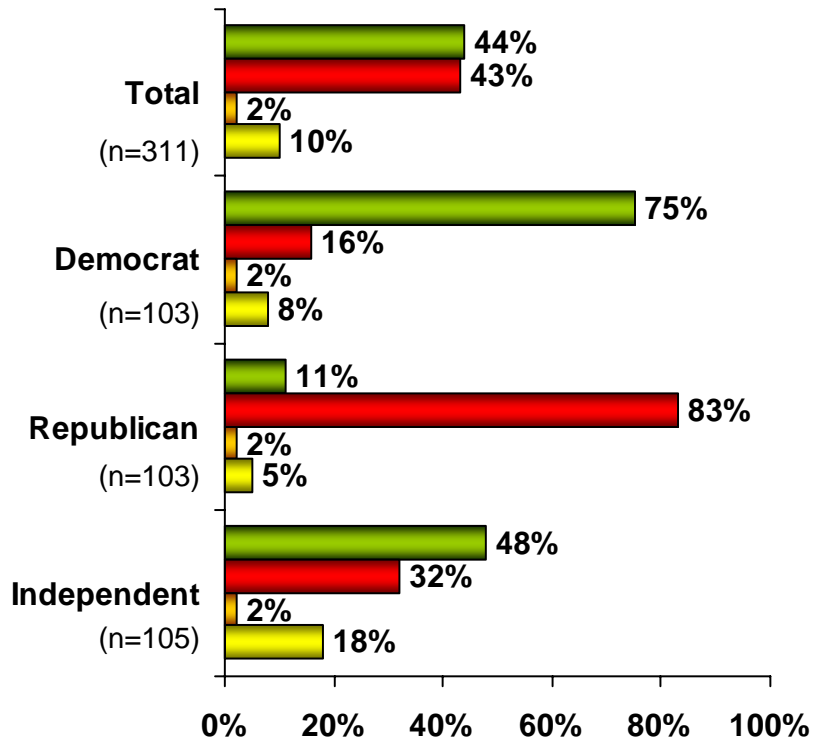
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

## Before Viewing Video

## After Viewing Video

■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided

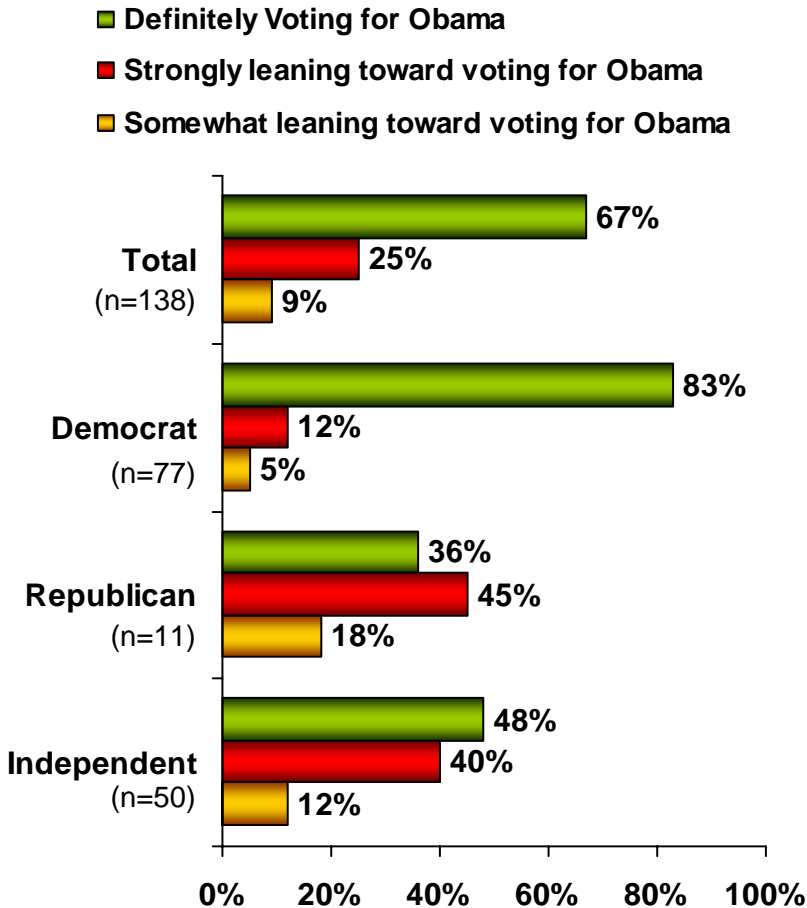
■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided



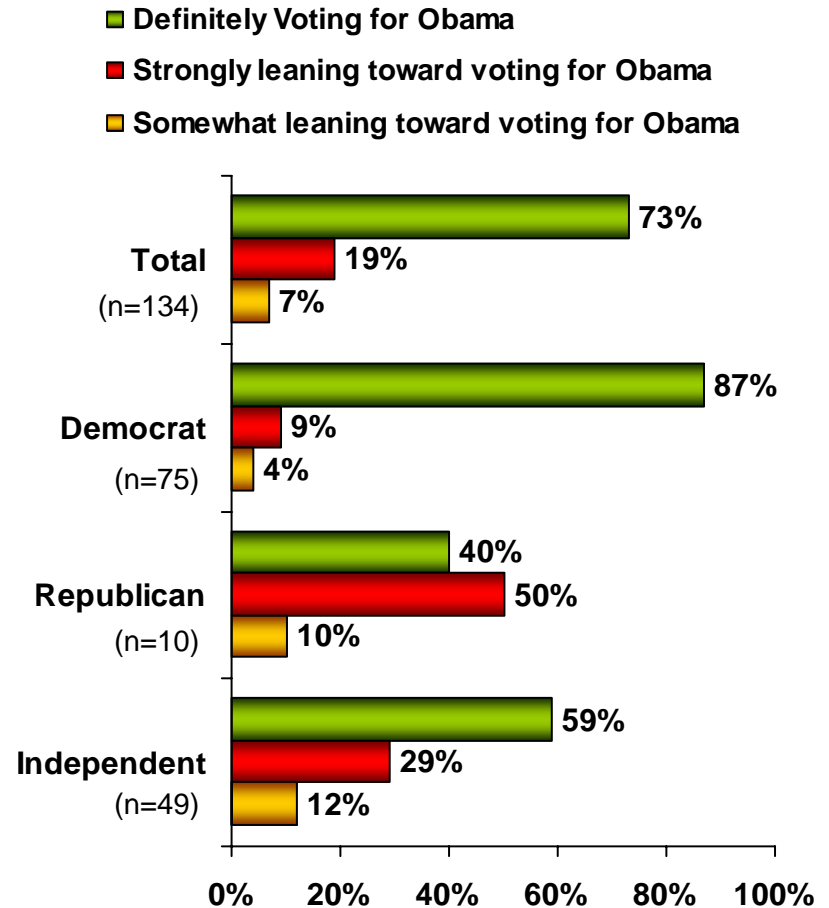
Percentages may not equal 100 due to rounding

**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



Percentages may not equal 100 due to rounding

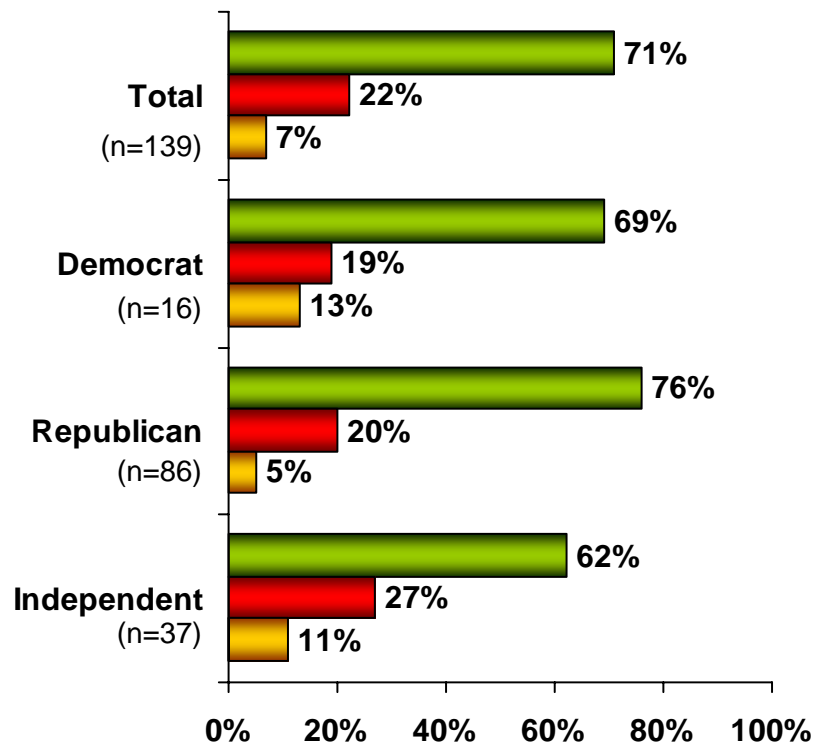
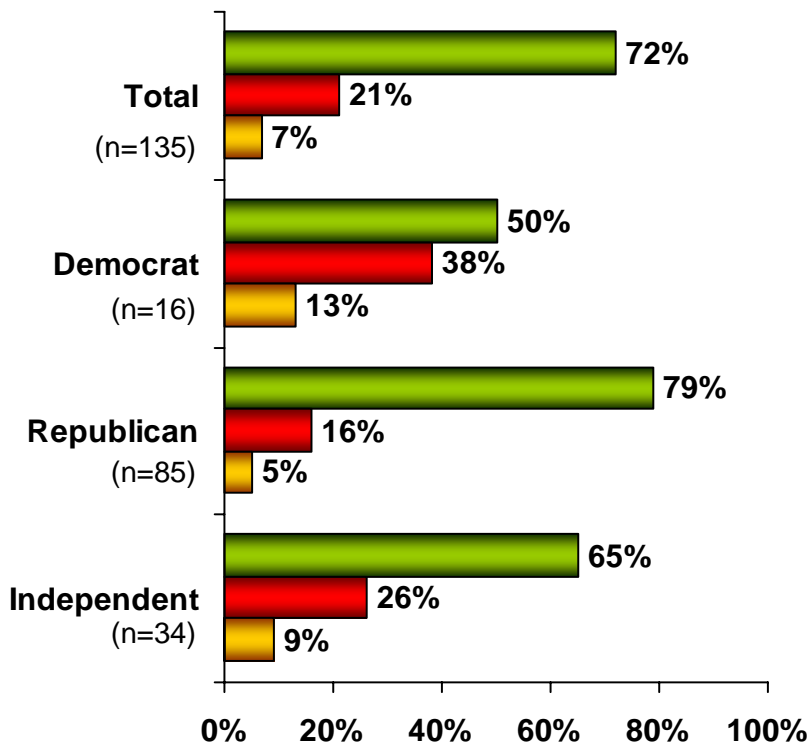
**If respondent indicated they will vote for McCain:  
 “Which of the following best describes your likelihood to vote for John McCain  
 in the 2008 Presidential Election?”**

**Before** Viewing Video

**After** Viewing Video

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

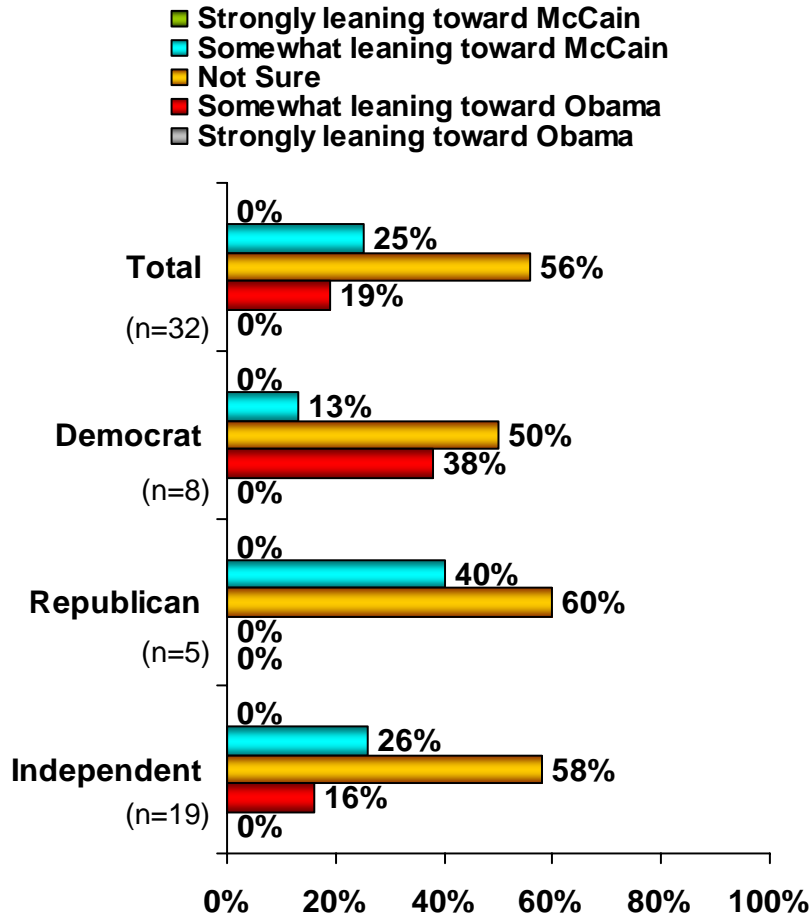
- Definitely Voting for McCain
- Strongly leaning towards voting for McCain
- Somewhat leaning towards voting for McCain



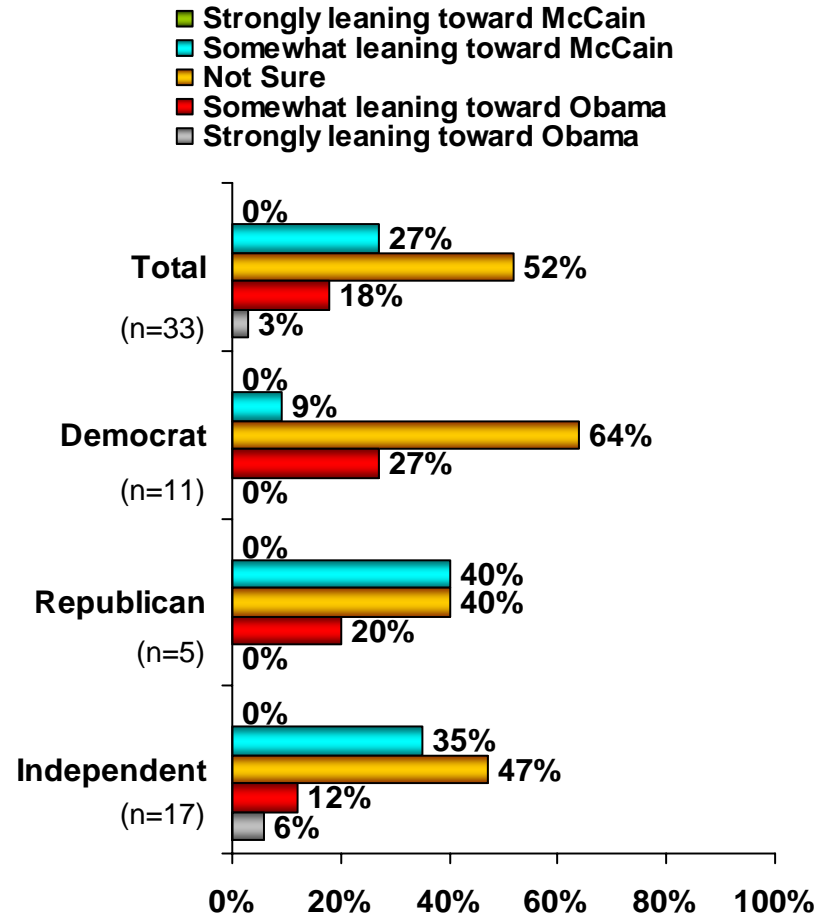
Percentages may not equal 100 due to rounding

**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**



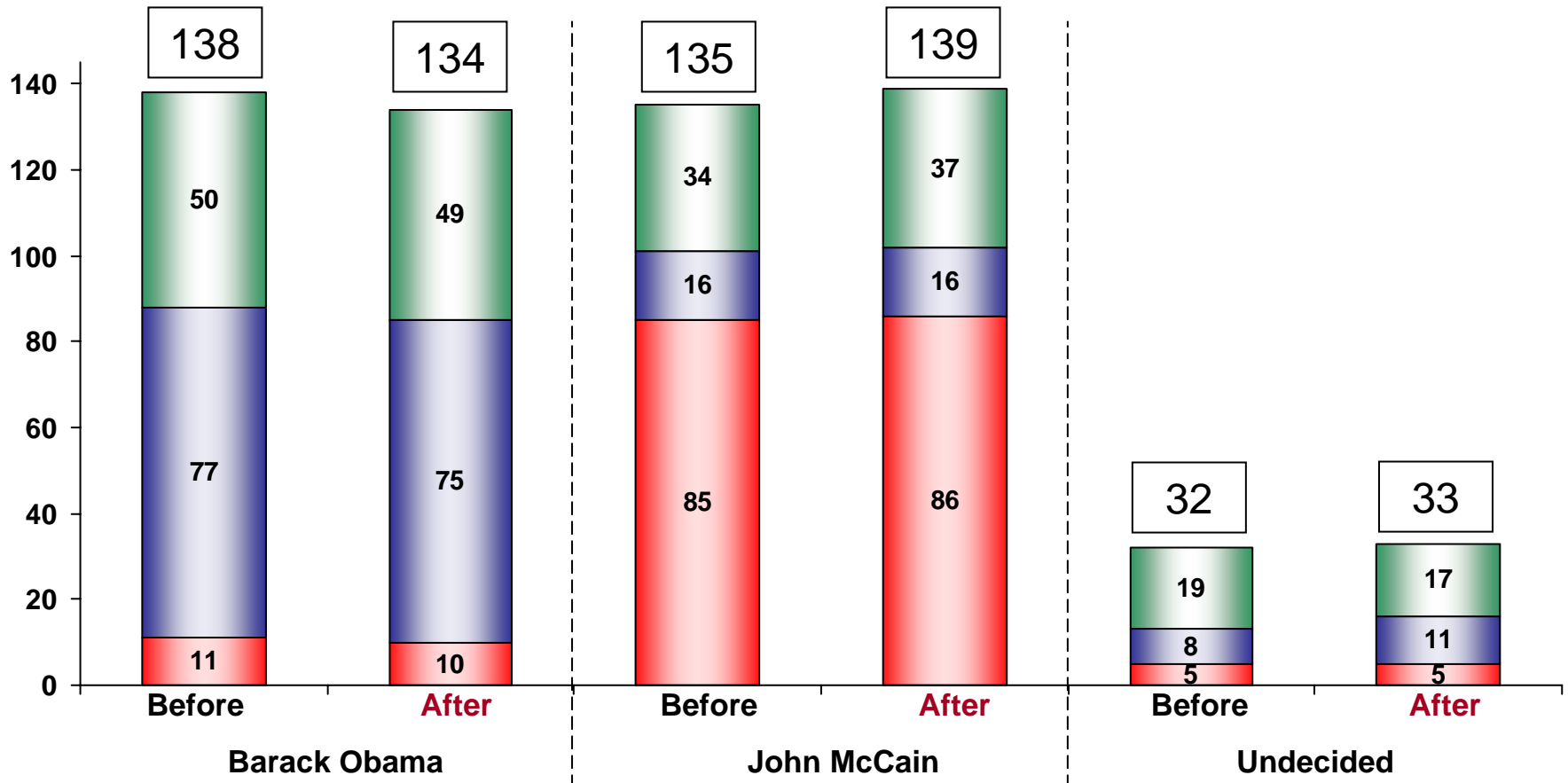
**After Viewing Video**



Percentages may not equal 100 due to rounding

# # of Respondents Supporting Each Candidate

■ Republicans ■ Democrats ■ Independents ■



# “Which of the following issues concerns you most about John McCain’s ability to lead?”

## Before Viewing Video

## After Viewing Video

	Total (n=311)	Registered Democrat (n=103)	Registered Republican (n=103)	Registered Independent (n=105)
Race	0%	0%	0%	1%
Gender	0%	0%	1%	0%
Age	22%	17%	25%	24%
Health	14%	16%	12%	14%
Experience	5%	7%	5%	4%
Religious beliefs	3%	4%	3%	3%
Other	1%	2%	0%	0%
None	14%	23%	5%	14%

	Total (n=311)	Registered Democrat (n=103)	Registered Republican (n=103)	Registered Independent (n=105)
Race	1%	0%	2%	1%
Gender	0%	0%	0%	1%
Age	24%	23%	26%	22%
Health	11%	12%	9%	13%
Experience	5%	6%	3%	5%
Religious beliefs	3%	4%	3%	1%
Other	1%	1%	1%	1%
None	14%	23%	6%	12%

Percentages may not equal 100 due to rounding

## “Which of the following issues concerns you most about Barack Obama’s ability to lead?”

### Before Viewing Video

	Total (n=31111)	Registered Democrat (n=103)	Registered Republican (n=103)	Registered Independent (n=105)
Race	2%	4%	2%	1%
Gender	0%	0%	1%	0%
Age	2%	4%	2%	1%
Health	1%	1%	1%	0%
Experience	40%	37%	46%	38%
Religious beliefs	7%	9%	8%	6%
Other	3%	1%	4%	4%
None	19%	10%	32%	15%

### After Viewing Video

	Total (n=311)	Registered Democrat (n=103)	Registered Republican (n=103)	Registered Independent (n=105)
Race	3%	4%	2%	2%
Gender	0%	0%	0%	0%
Age	1%	1%	2%	0%
Health	1%	2%	1%	1%
Experience	36%	31%	40%	36%
Religious beliefs	5%	7%	6%	4%
Other	5%	0%	7%	10%
None	23%	15%	38%	16%

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=311)</b>	<b>Registered Democrat (n=103)</b>	<b>Registered Republican (n=103)</b>	<b>Registered Independent (n=105)</b>
Anger	34%	59%	15%	28%
Inspiration	22%	9%	40%	16%
Sadness	14%	25%	7%	11%
Skepticism	34%	43%	13%	48%
Confusion	12%	14%	10%	11%
Disturbing	34%	42%	29%	31%
Embarrassment	13%	20%	5%	12%
Pride	18%	9%	33%	11%
Happiness	10%	4%	18%	7%

*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=311)</b>	<b>Registered Democrat (n=103)</b>	<b>Registered Republican (n=103)</b>	<b>Registered Independent (n=105)</b>
Anger	23%	43%	9%	19%
Inspiration	15%	5%	28%	12%
Sadness	3%	4%	1%	5%
Skepticism	21%	19%	11%	33%
Confusion	5%	5%	5%	4%
Disturbing	17%	15%	23%	13%
Embarrassment	4%	4%	3%	4%
Pride	10%	6%	17%	8%
Happiness	2%	0%	4%	2%

*Percentages may not equal 100 due to rounding*