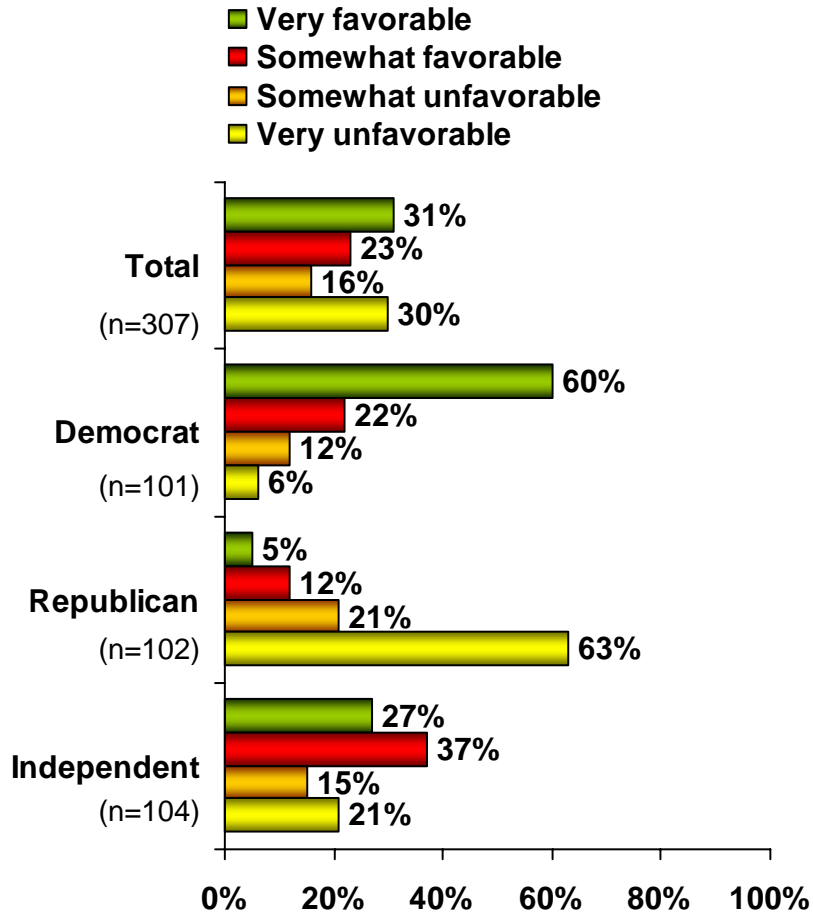
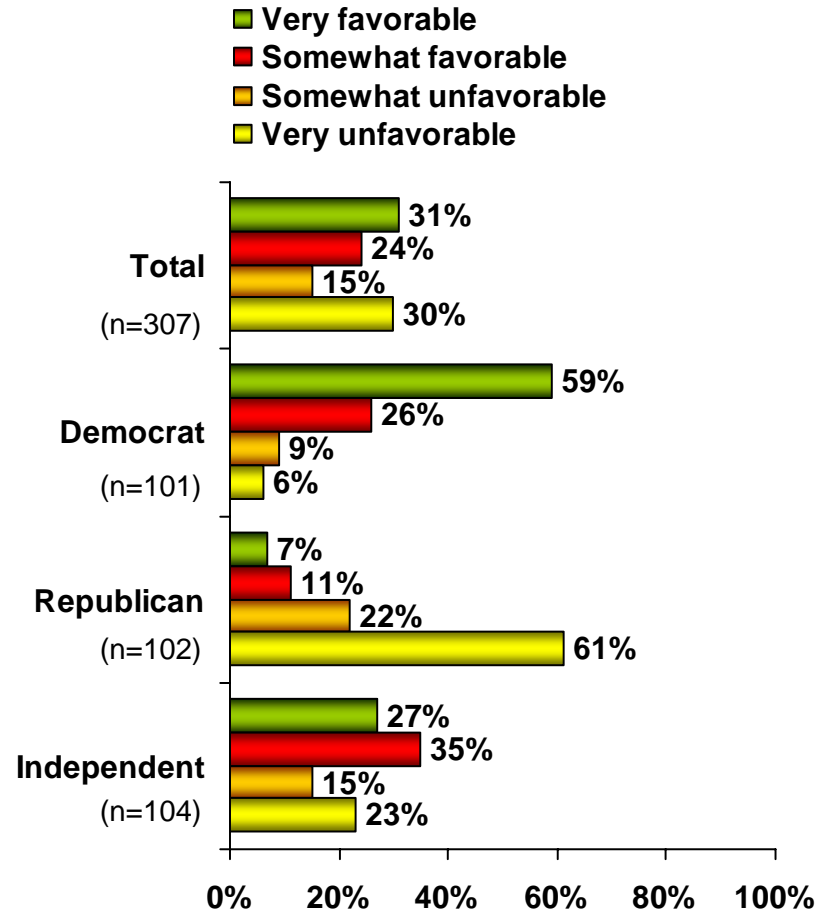


# “Which of the following best describes your overall opinion of Barack Obama in the 2008 Presidential Election?”

## Before Viewing Video



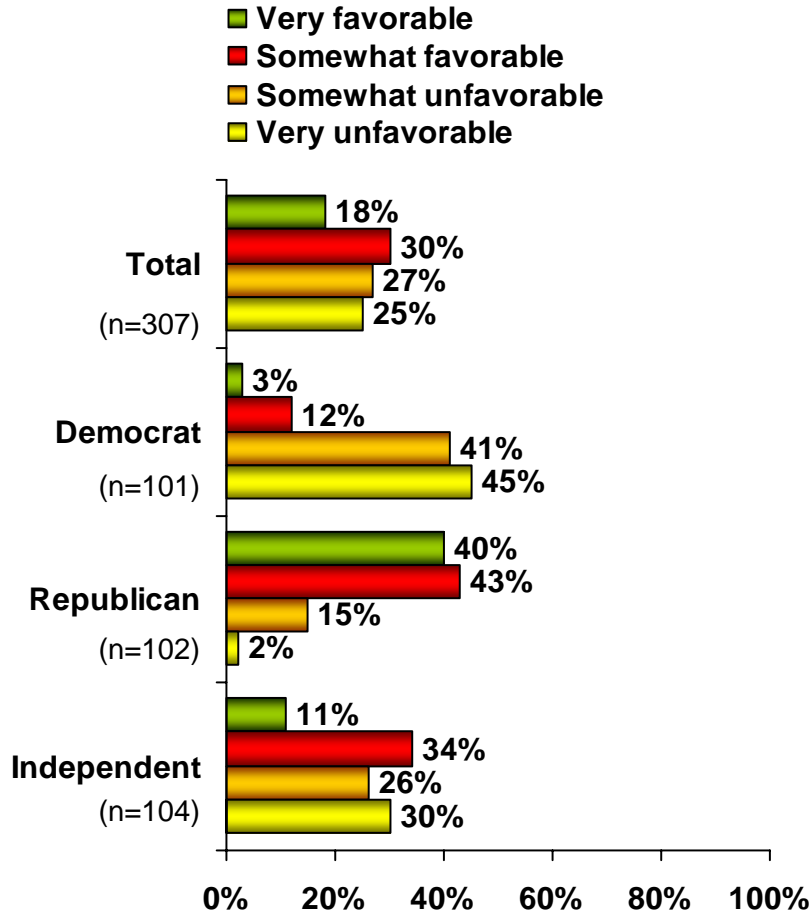
## After Viewing Video



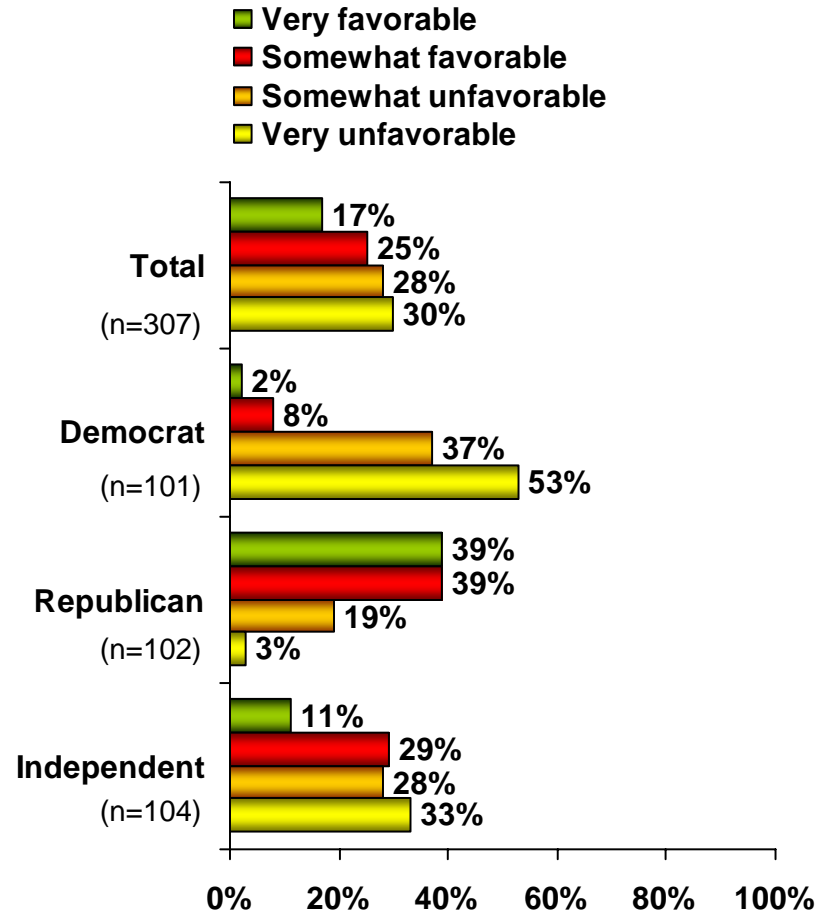
Percentages may not equal 100 due to rounding

# “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

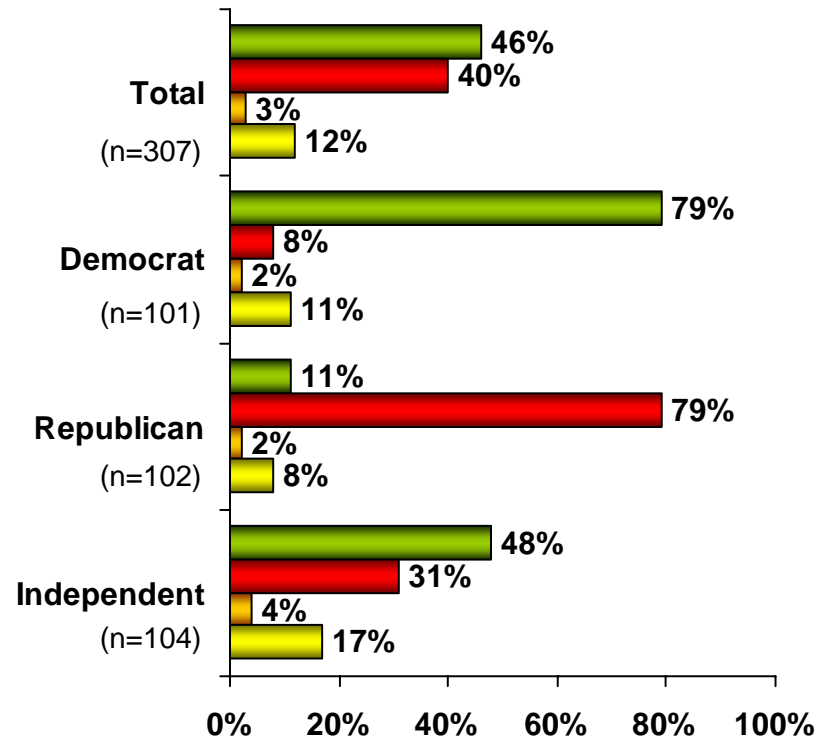
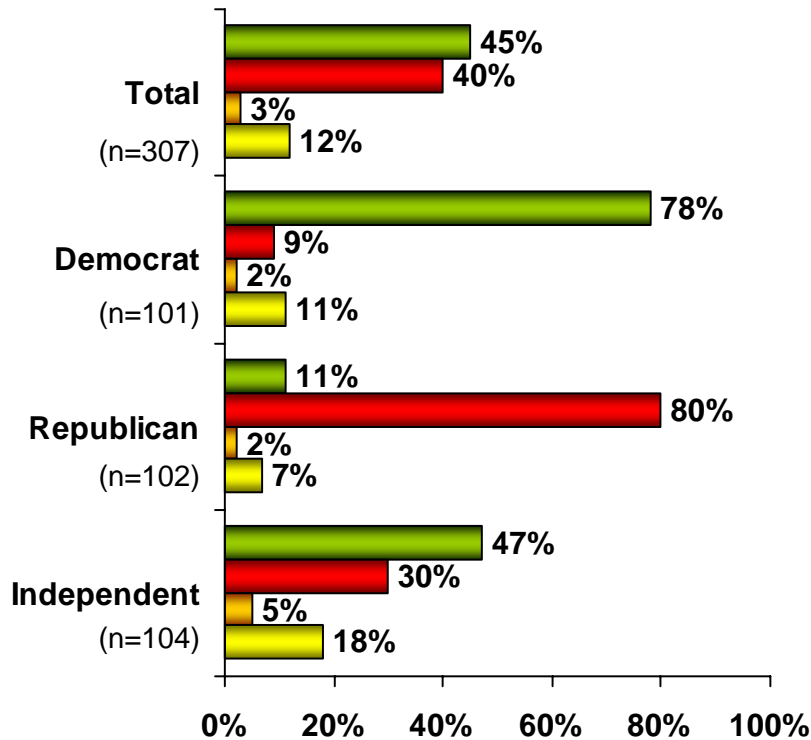
# “If the 2008 Presidential Election were held today, which of the following best describes whom you would vote for?”

## Before Viewing Video

## After Viewing Video

■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided

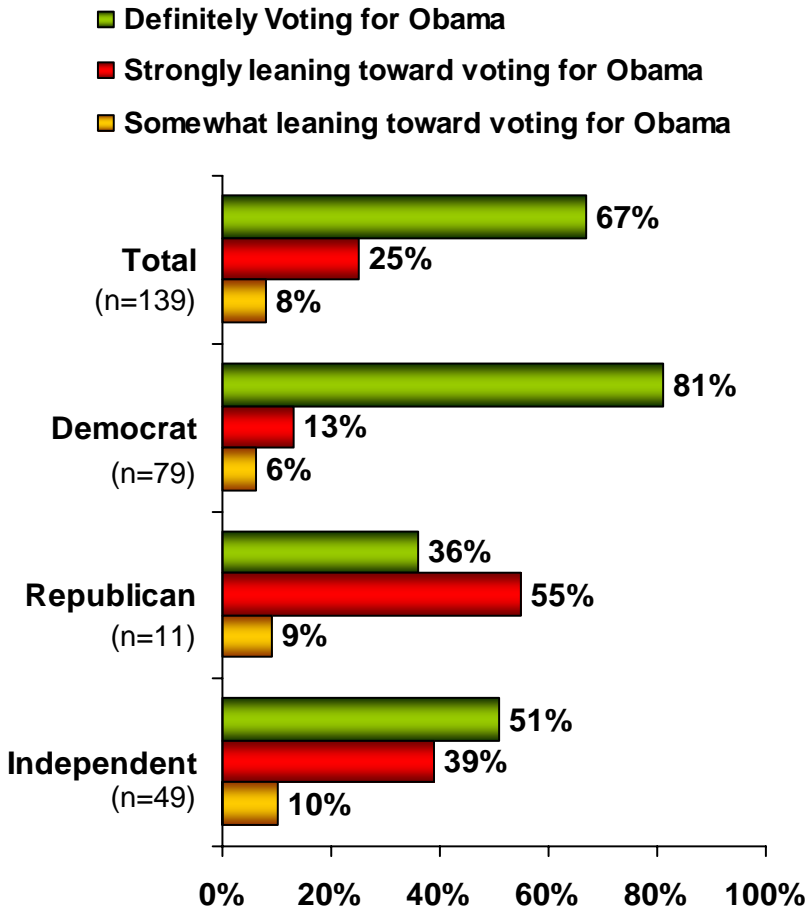
■ Barack Obama    ■ John McCain  
■ Other Candidate    ■ Undecided



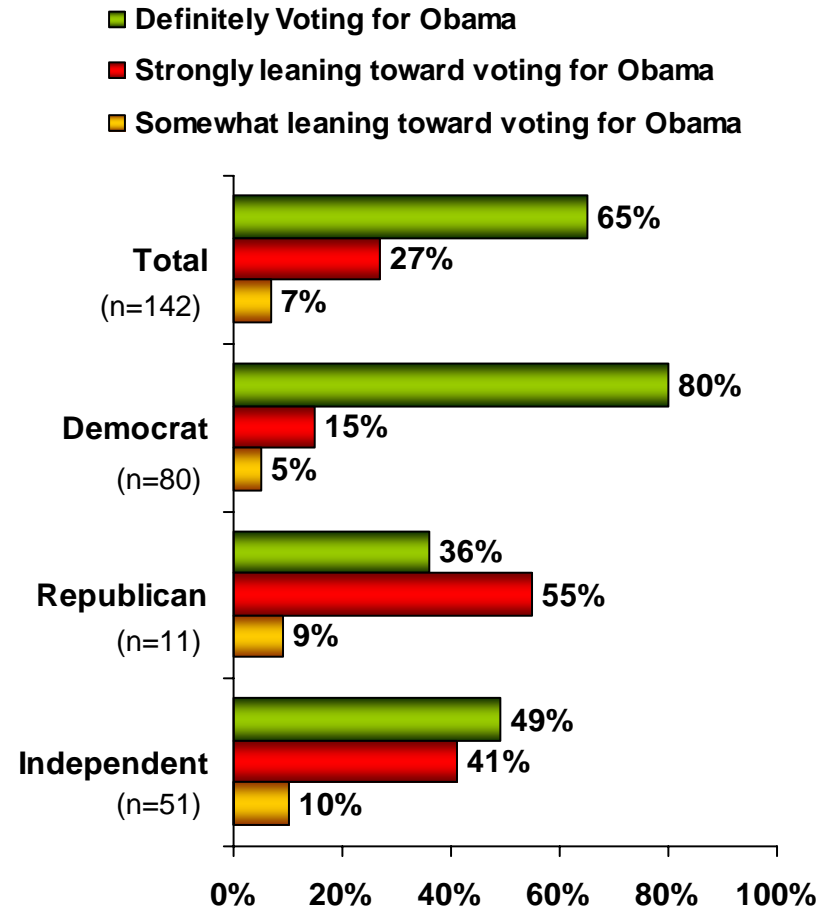
Percentages may not equal 100 due to rounding

**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

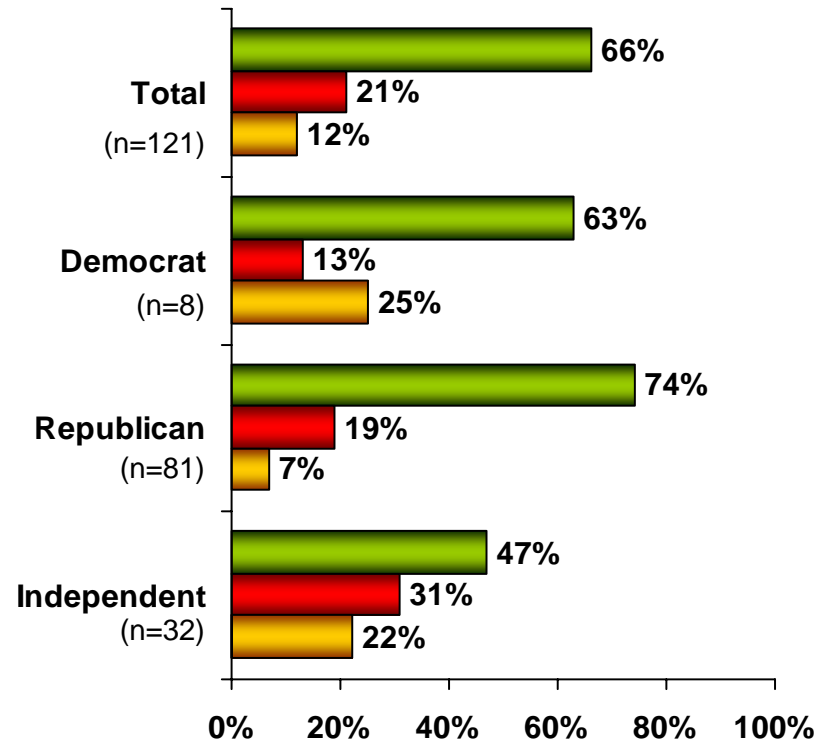
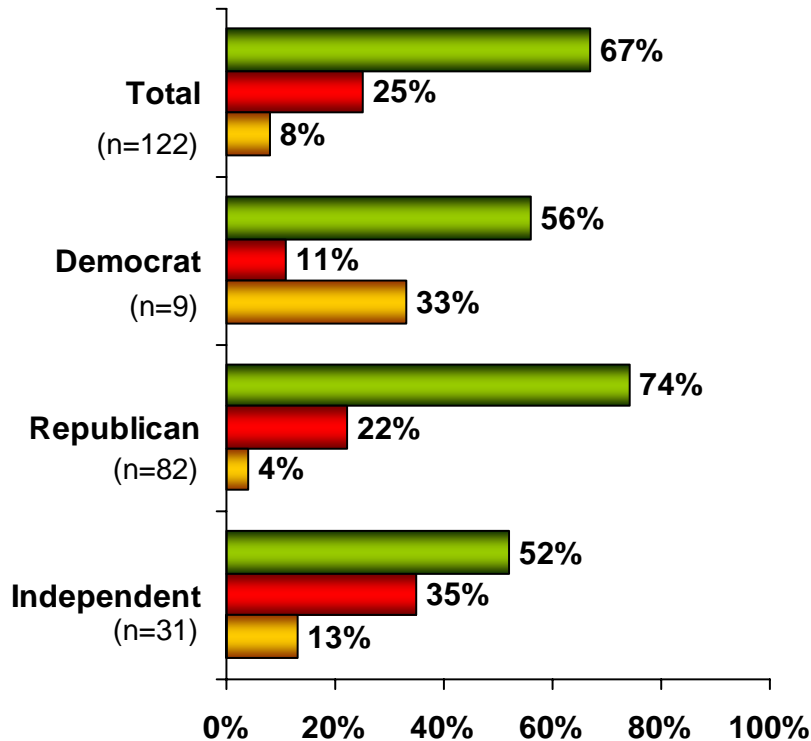
**If respondent indicated they will vote for McCain:  
 “Which of the following best describes your likelihood to vote for John McCain  
 in the 2008 Presidential Election?”**

**Before** Viewing Video

**After** Viewing Video

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

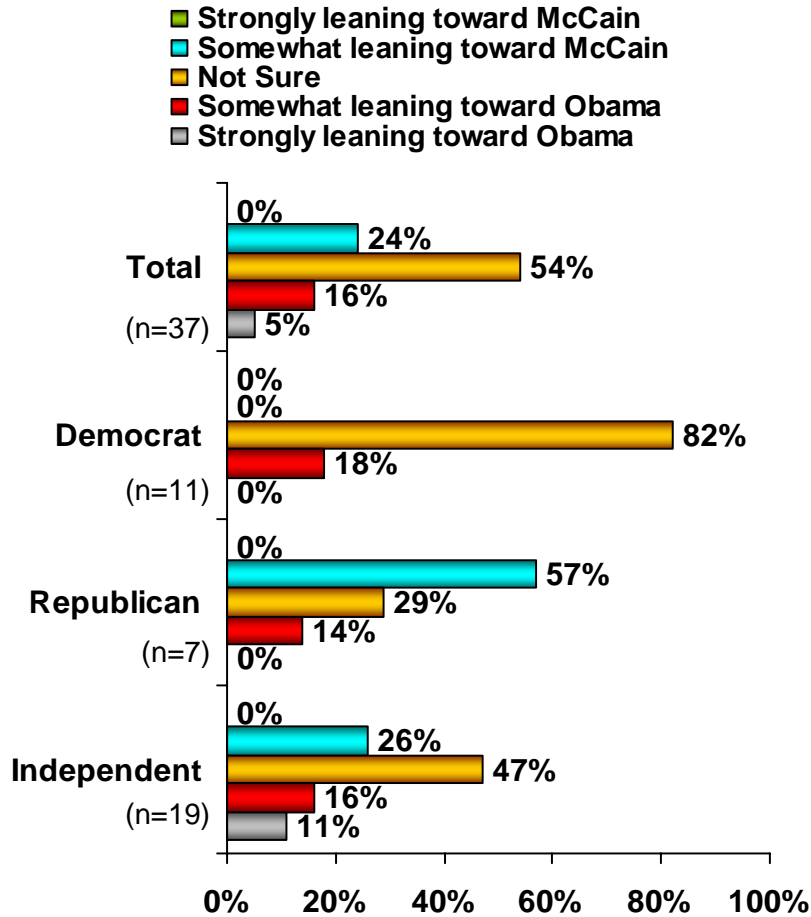
- Definitely Voting for McCain
- Strongly leaning towards voting for McCain
- Somewhat leaning towards voting for McCain



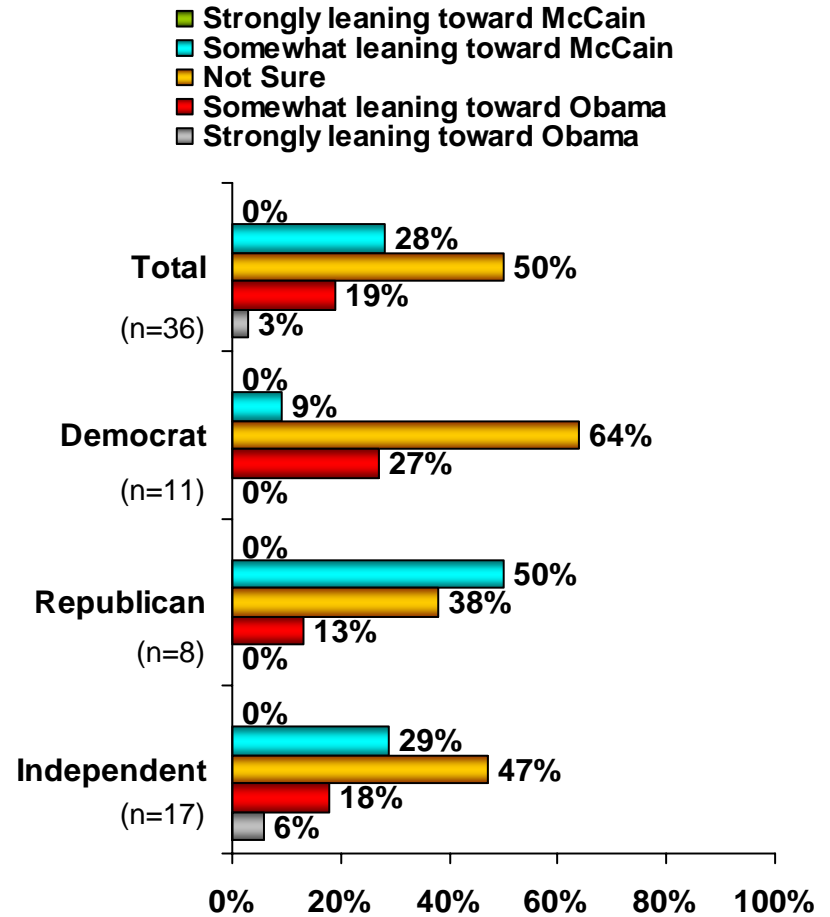
Percentages may not equal 100 due to rounding

**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**

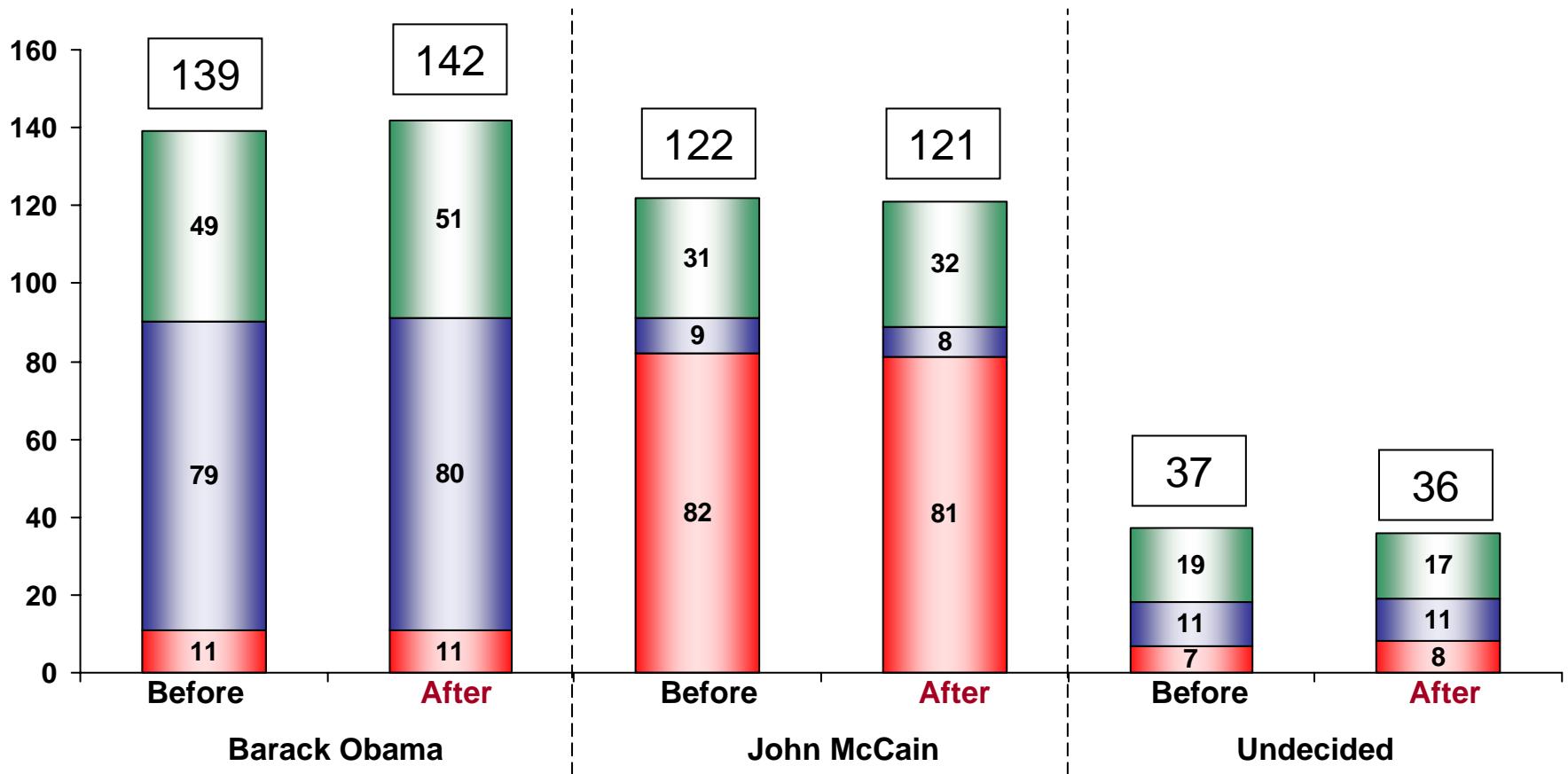


**After Viewing Video**



Percentages may not equal 100 due to rounding

## # of Respondents Supporting Each Candidate



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

### Before Viewing Video

### After Viewing Video

	Total (n=307)	Registered Democrat (n=101)	Registered Republican (n=102)	Registered Independent (n=104)
Race	0%	0%	0%	0%
Gender	0%	0%	0%	0%
Age	24%	22%	24%	26%
Health	14%	14%	18%	11%
Experience	5%	6%	4%	4%
Religious beliefs	4%	6%	1%	4%
Other	19%	21%	13%	22%
None	18%	4%	33%	17%

	Total (n=307)	Registered Democrat (n=101)	Registered Republican (n=102)	Registered Independent (n=104)
Race	0%	0%	0%	0%
Gender	0%	0%	0%	0%
Age	21%	18%	25%	20%
Health	12%	11%	15%	11%
Experience	4%	6%	2%	3%
Religious beliefs	3%	5%	1%	4%
Other	19%	22%	12%	23%
None	19%	4%	34%	18%

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

## After Viewing Video

	Total (n=307)	Registered Democrat (n=101)	Registered Republican (n=102)	Registered Independent (n=104)
Race	2%	1%	3%	2%
Gender	0%	0%	0%	0%
Age	2%	3%	0%	2%
Health	0%	0%	1%	0%
Experience	40%	38%	46%	36%
Religious beliefs	5%	6%	3%	5%
Other	8%	9%	6%	10%
None	21%	36%	1%	25%

	Total (n=307)	Registered Democrat (n=101)	Registered Republican (n=102)	Registered Independent (n=104)
Race	2%	1%	3%	2%
Gender	0%	0%	1%	0%
Age	2%	3%	1%	1%
Health	0%	0%	1%	0%
Experience	40%	37%	50%	35%
Religious beliefs	5%	7%	3%	4%
Other	8%	9%	5%	11%
None	21%	37%	1%	26%

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=307)</b>	<b>Registered Democrat (n=101)</b>	<b>Registered Republican (n=102)</b>	<b>Registered Independent (n=104)</b>
Anger	23%	30%	17%	23%
Inspiration	2%	1%	3%	1%
Sadness	12%	15%	8%	14%
Skepticism	40%	25%	61%	35%
Confusion	21%	23%	20%	21%
Disturbing	35%	48%	24%	35%
Embarrassment	10%	17%	6%	9%
Pride	2%	3%	1%	2%
Happiness	2%	4%	1%	1%

*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=307)</b>	<b>Registered Democrat (n=101)</b>	<b>Registered Republican (n=102)</b>	<b>Registered Independent (n=104)</b>
Anger	15%	21%	8%	17%
Inspiration	1%	1%	1%	1%
Sadness	6%	7%	4%	6%
Skepticism	34%	15%	57%	30%
Confusion	13%	12%	12%	14%
Disturbing	25%	35%	17%	25%
Embarrassment	4%	6%	2%	4%
Pride	1%	1%	0%	2%
Happiness	1%	3%	0%	1%

*Percentages may not equal 100 due to rounding*