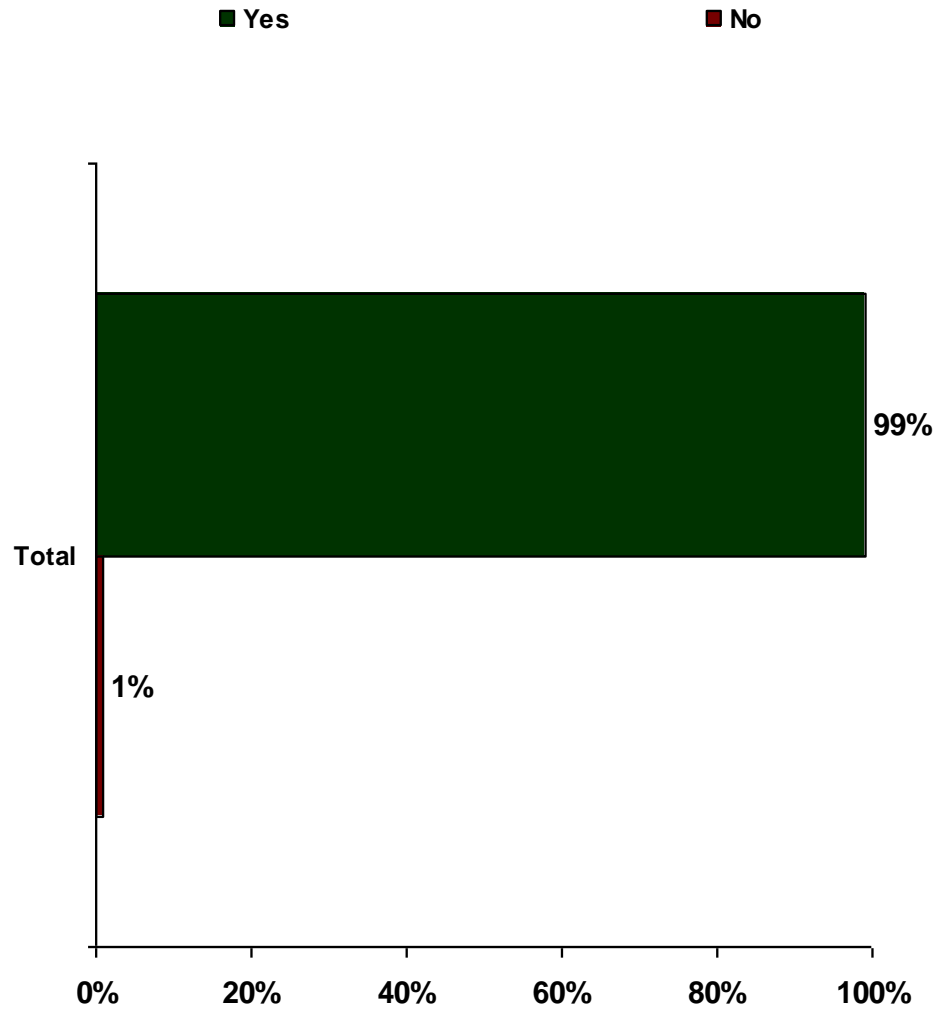


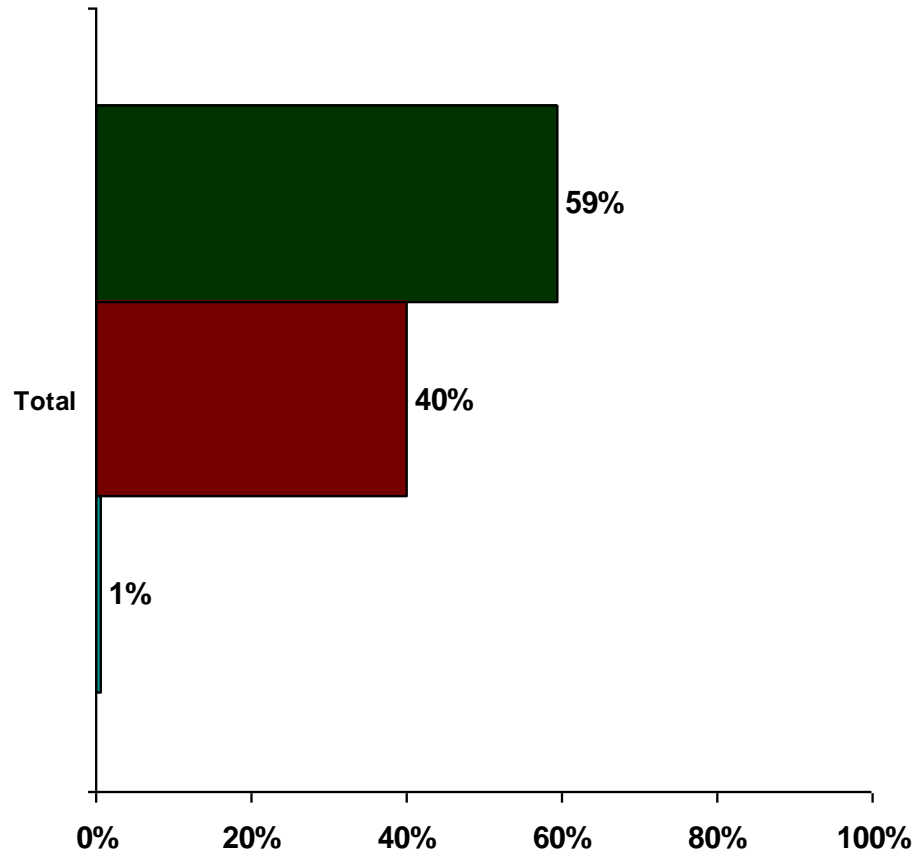
“Are you aware of the passing of Michael Jackson?”



Percentages may not equal 100 due to rounding

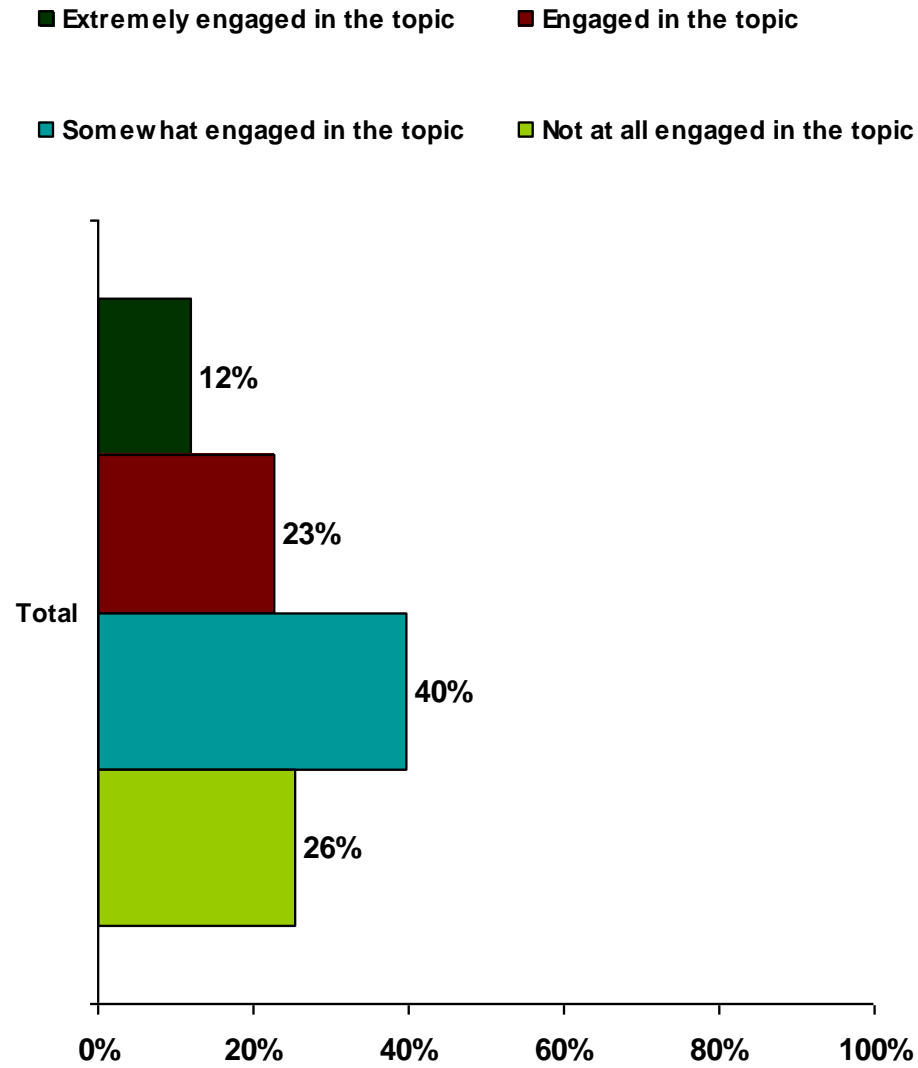
“With regards to the topic of Michael Jackson’s death, indicate whether or not you feel the media coverage is appropriate.”

■ Too much coverage ■ Appropriate coverage ■ Not enough coverage



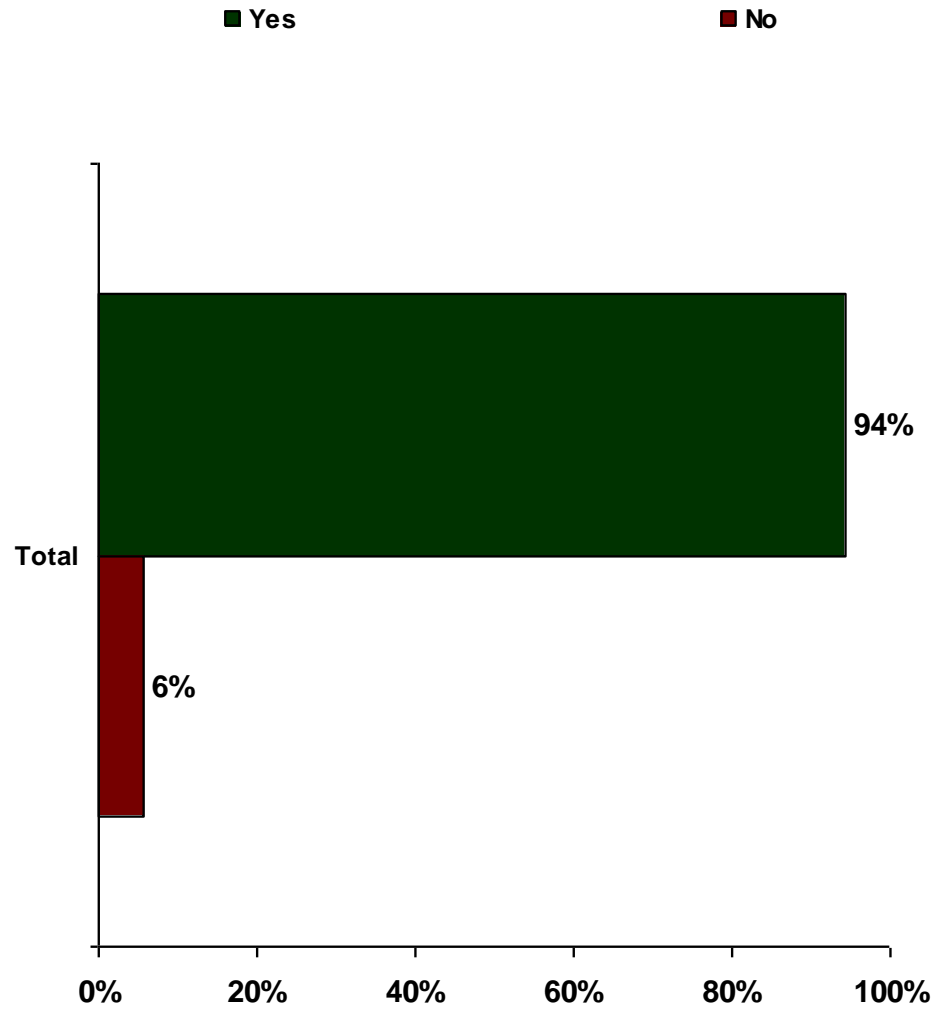
Percentages may not equal 100 due to rounding

“Please indicate how engaged you are in this specific topic when you are exposed to it in the media.”



Percentages may not equal 100 due to rounding

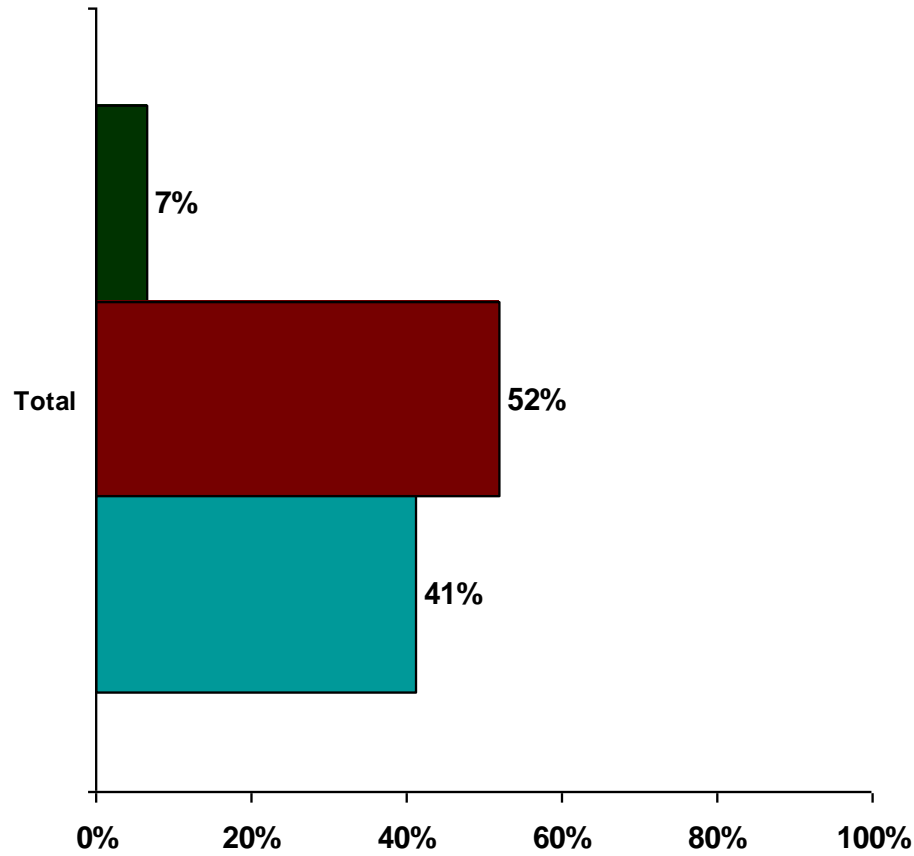
“Are you aware of the passing of Farrah Fawcett?”



Percentages may not equal 100 due to rounding

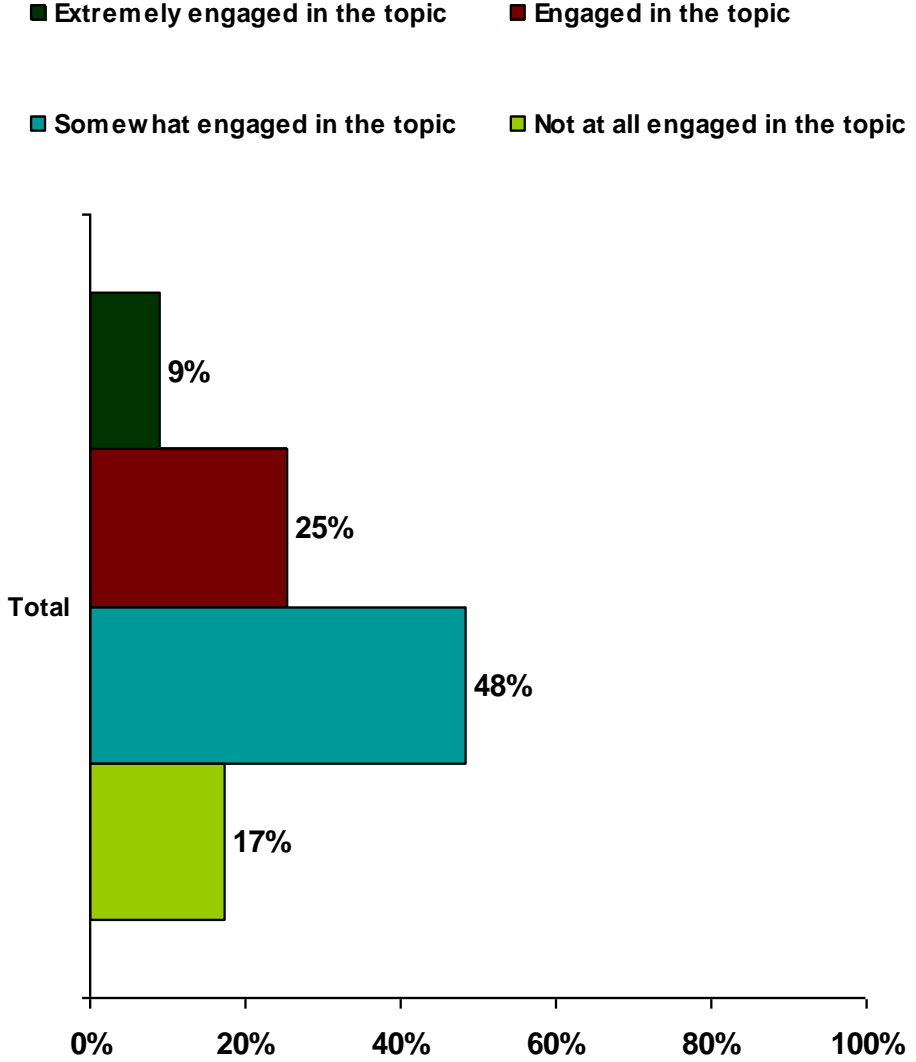
“With regards to the topic of Farrah Fawcett’s death, indicate whether or not you feel the media coverage is appropriate.”

■ Too much coverage ■ Appropriate coverage ■ Not enough coverage



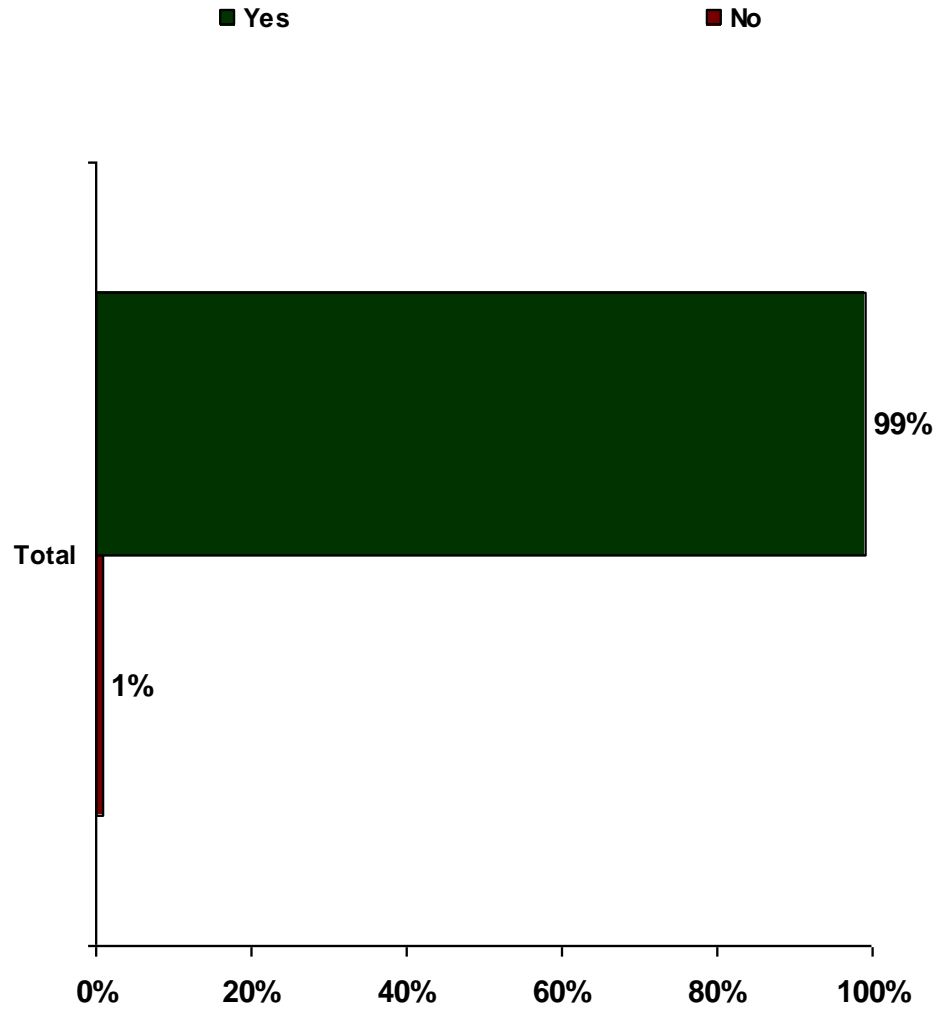
Percentages may not equal 100 due to rounding

“Please indicate how engaged you are in this specific topic when you are exposed to it in the media.”



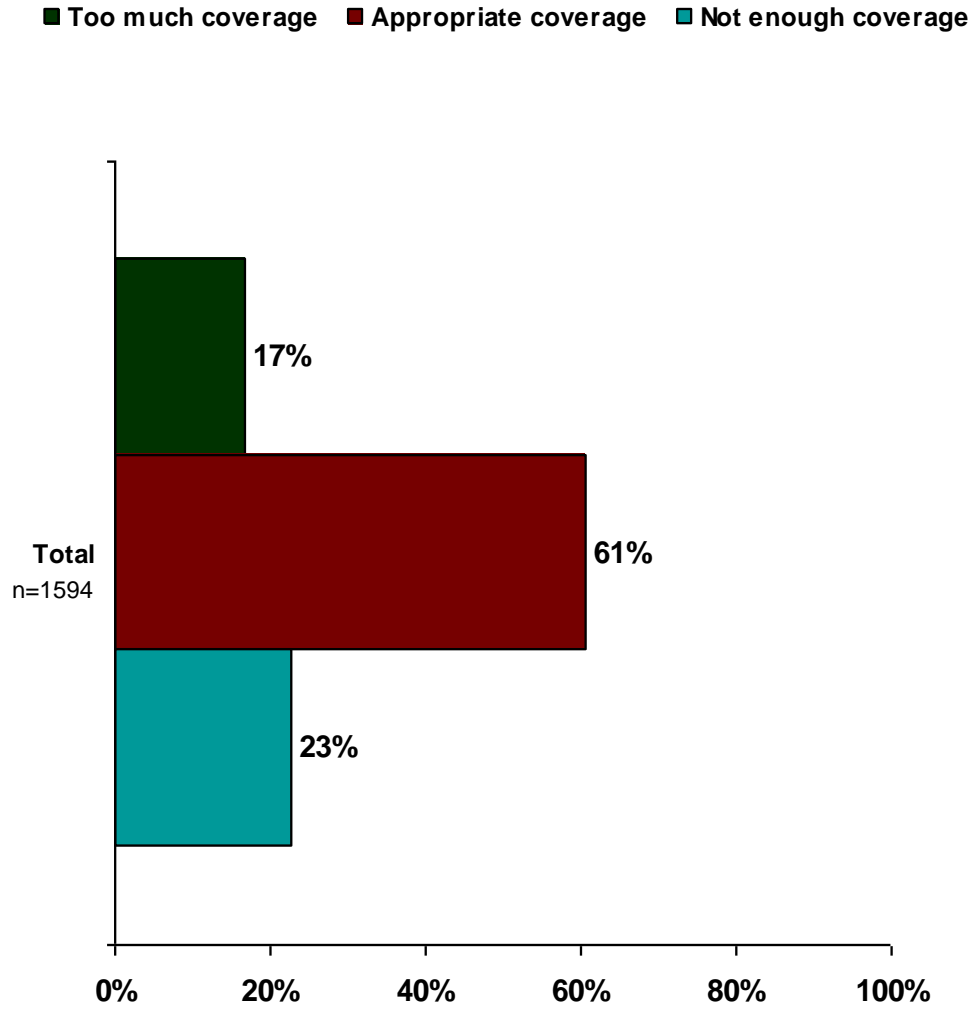
Percentages may not equal 100 due to rounding

Are you aware of the oil spill in the Gulf?



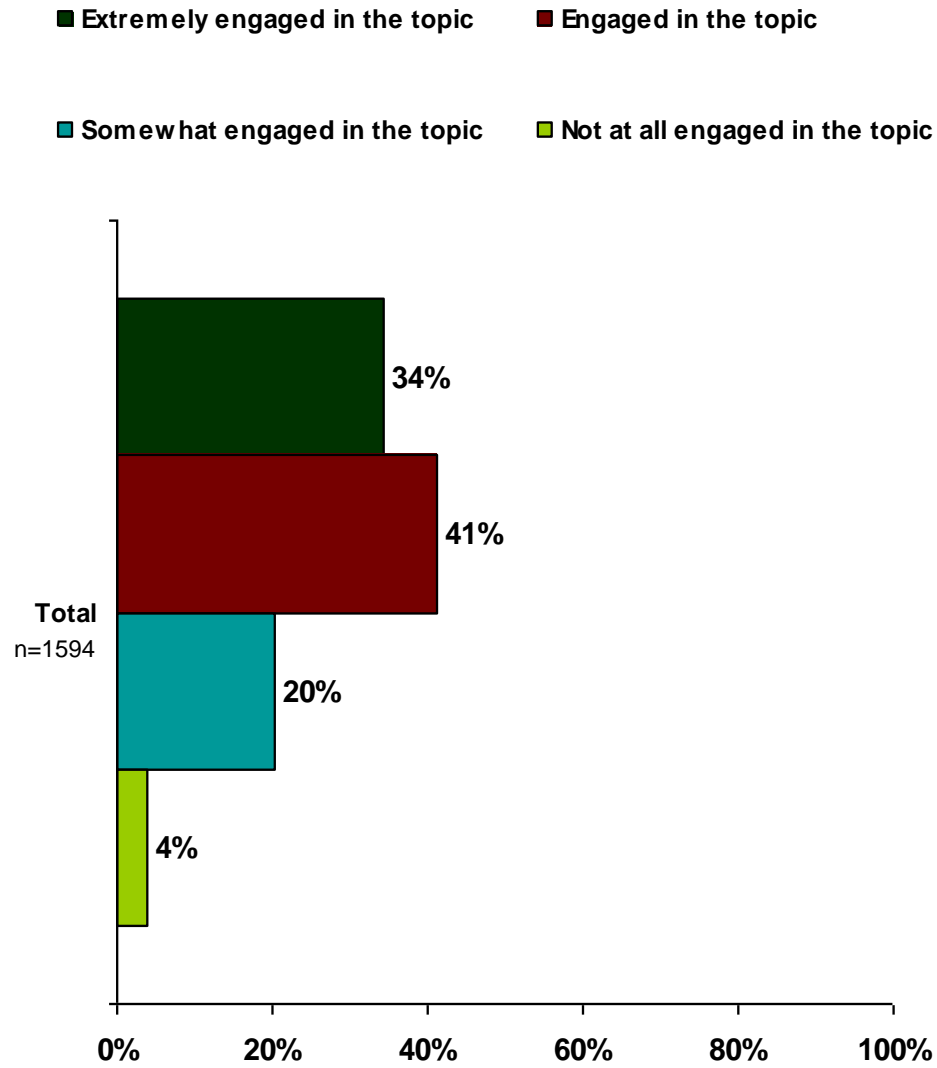
Percentages may not equal 100 due to rounding

“With regards to the oil spill in the Gulf, indicate whether or not you feel the media coverage is appropriate.”



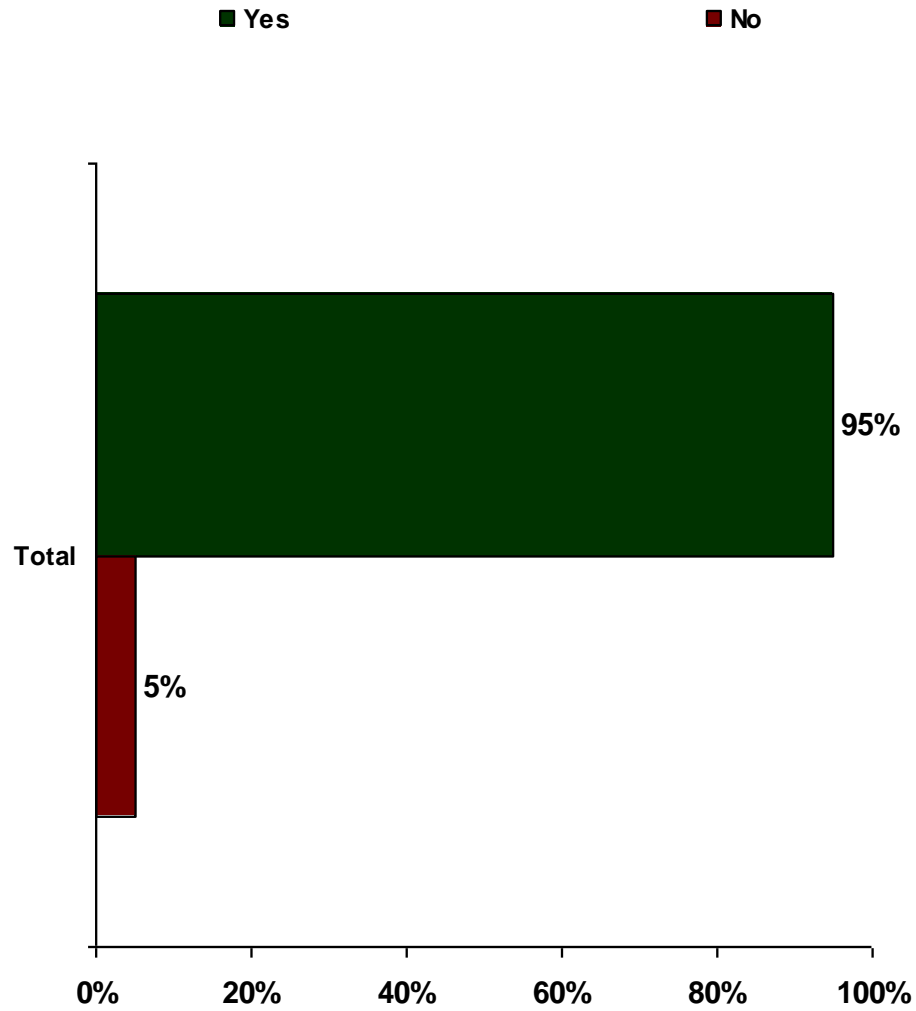
Percentages may not equal 100 due to rounding

“Please indicate how engaged you are in this specific topic when you are exposed to it in the media.”



Percentages may not equal 100 due to rounding

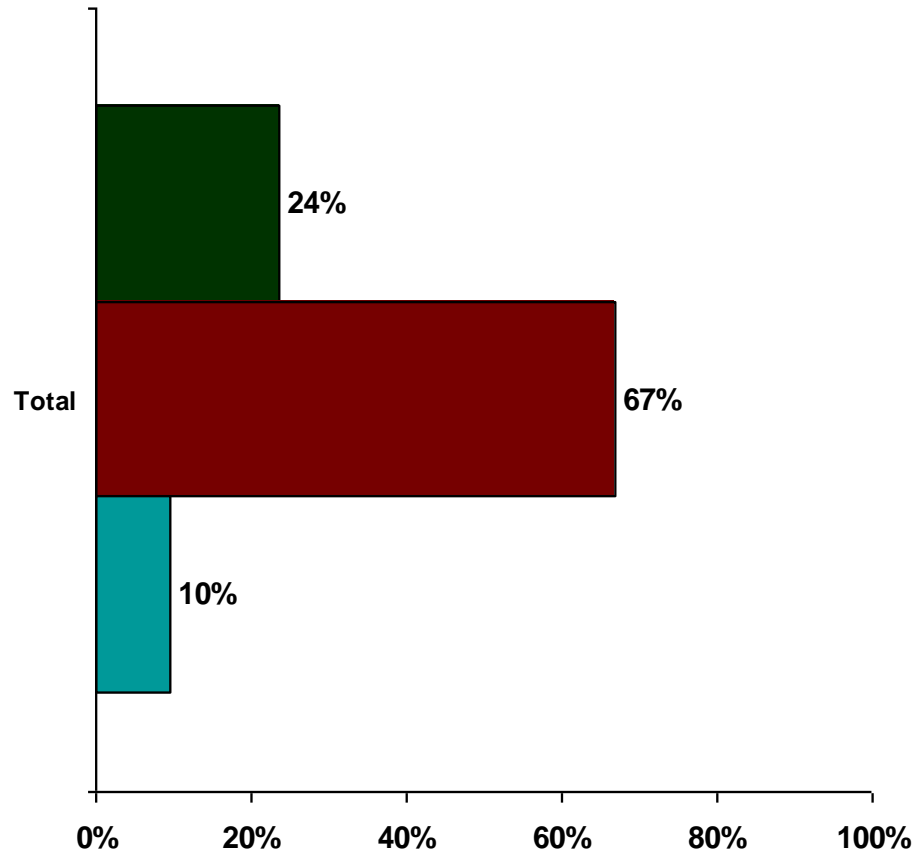
“Are you aware of the passing of Gary Coleman?”



Percentages may not equal 100 due to rounding

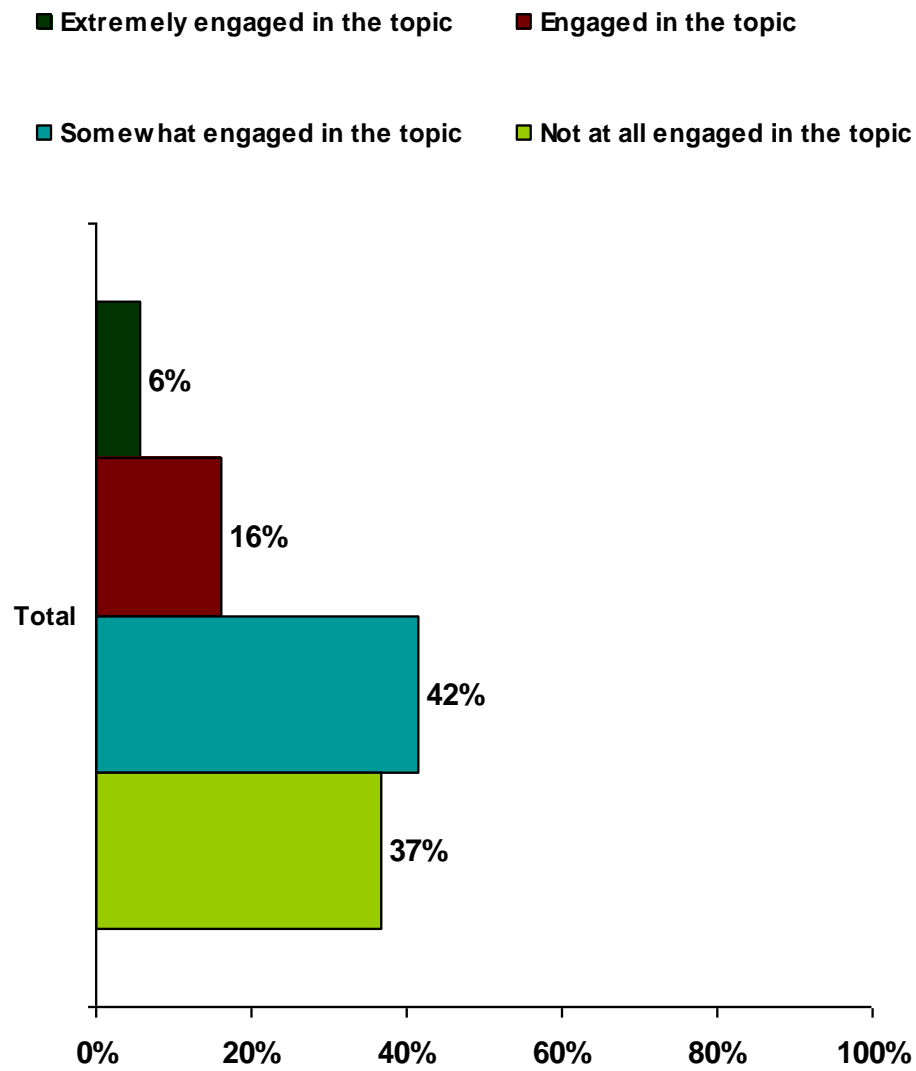
“With regards to the topic of Gary Coleman’s death, indicate whether or not you feel the media coverage is appropriate.”

■ Too much coverage ■ Appropriate coverage ■ Not enough coverage



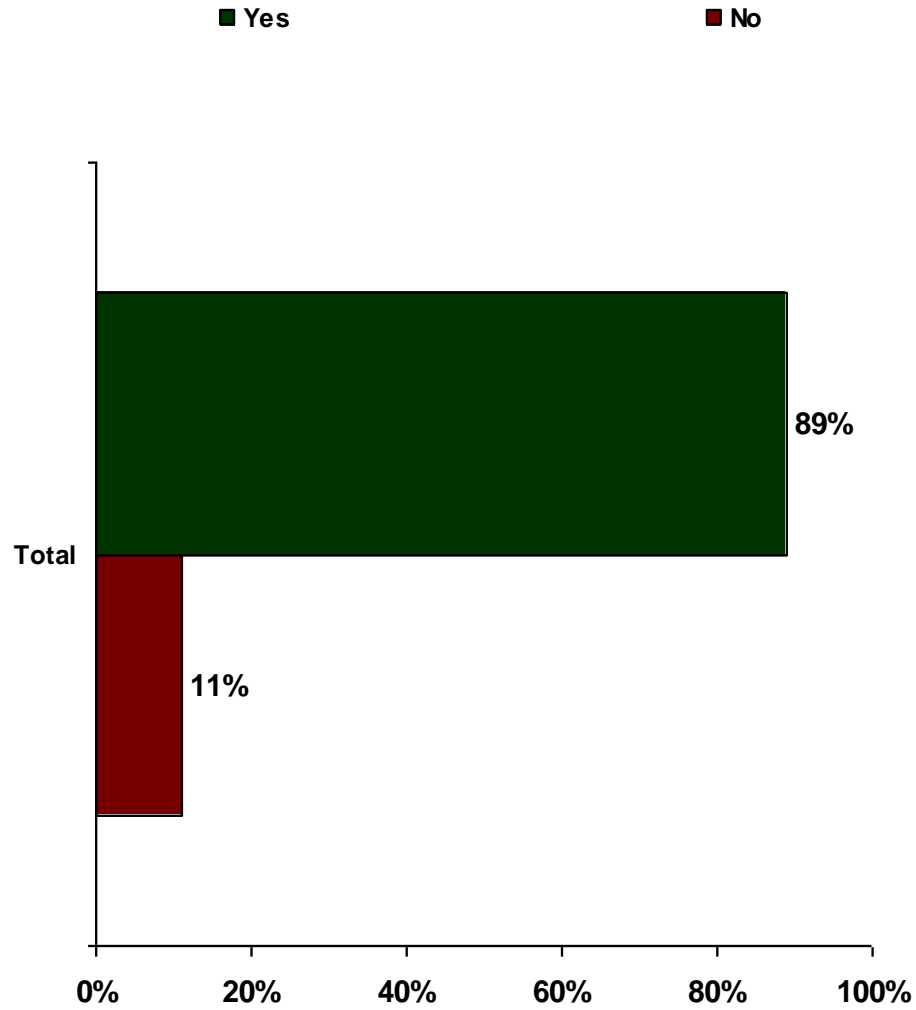
Percentages may not equal 100 due to rounding

“Please indicate how engaged you are in this specific topic when you are exposed to it in the media.”



Percentages may not equal 100 due to rounding

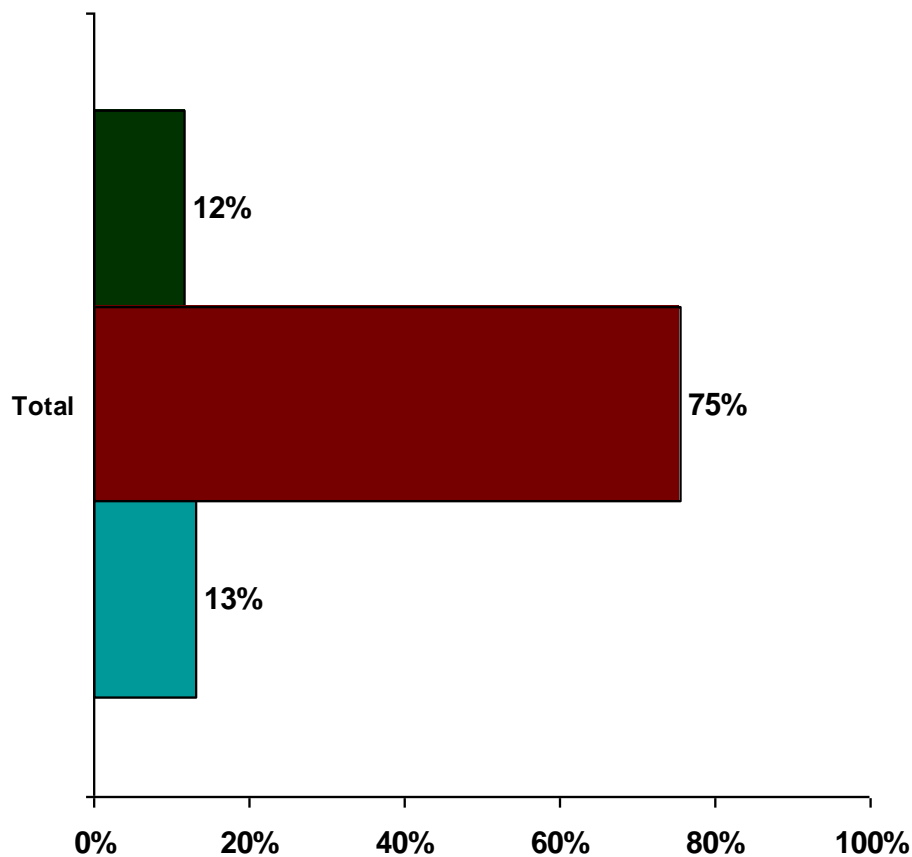
“Are you aware of the 2010 World Cup?”



Percentages may not equal 100 due to rounding

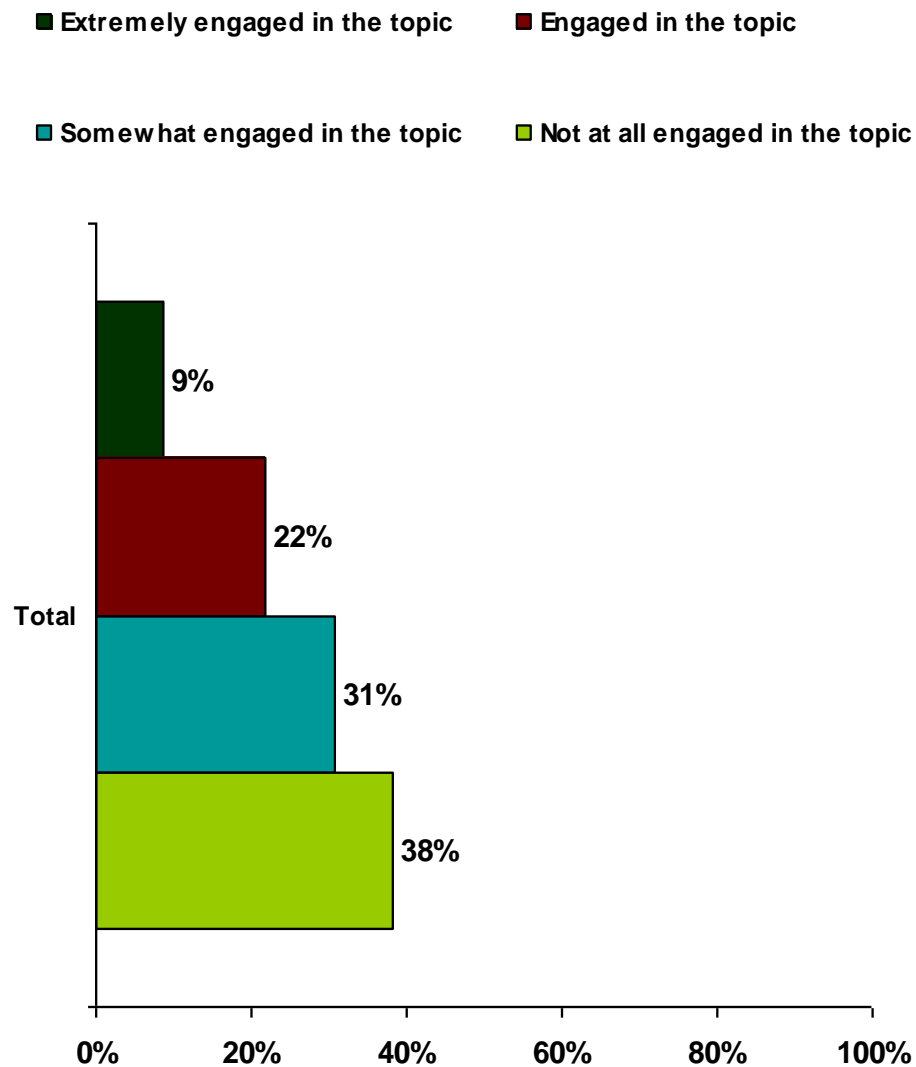
“With regards to the topic of the 2010 World Cup, indicate whether or not you feel the media coverage is appropriate.”

■ Too much coverage ■ Appropriate coverage ■ Not enough coverage



Percentages may not equal 100 due to rounding

“Please indicate how engaged you are in this specific topic when you are exposed to it in the media.”



Percentages may not equal 100 due to rounding