

DNC Anti-McCain Ad Test

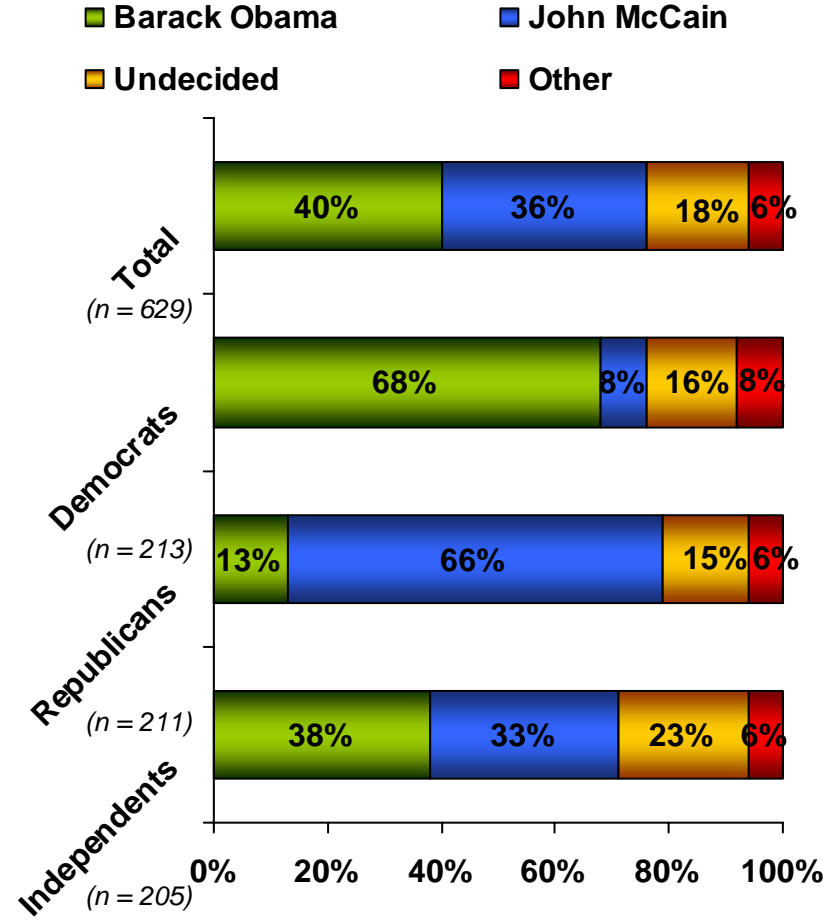
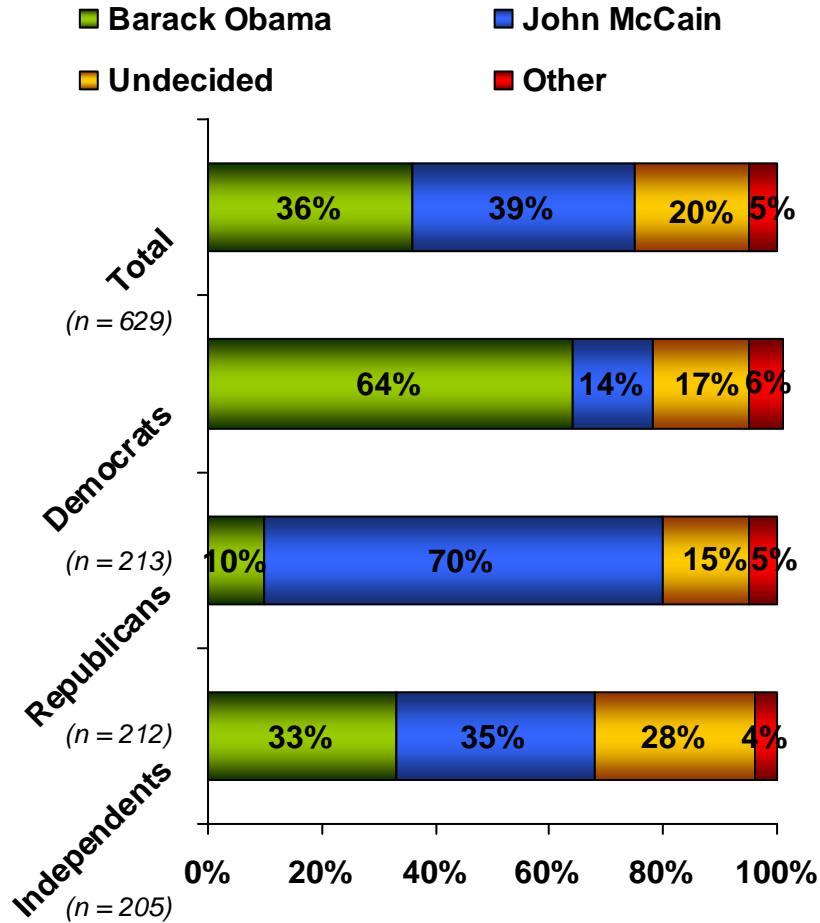
4/30/2008



“If Barack Obama was the Democratic nominee and the 2008 presidential election was held today, which of the following candidates would you vote for?”

Before Viewing DNC Anti-McCain Ad

After Viewing DNC Anti-McCain Ad



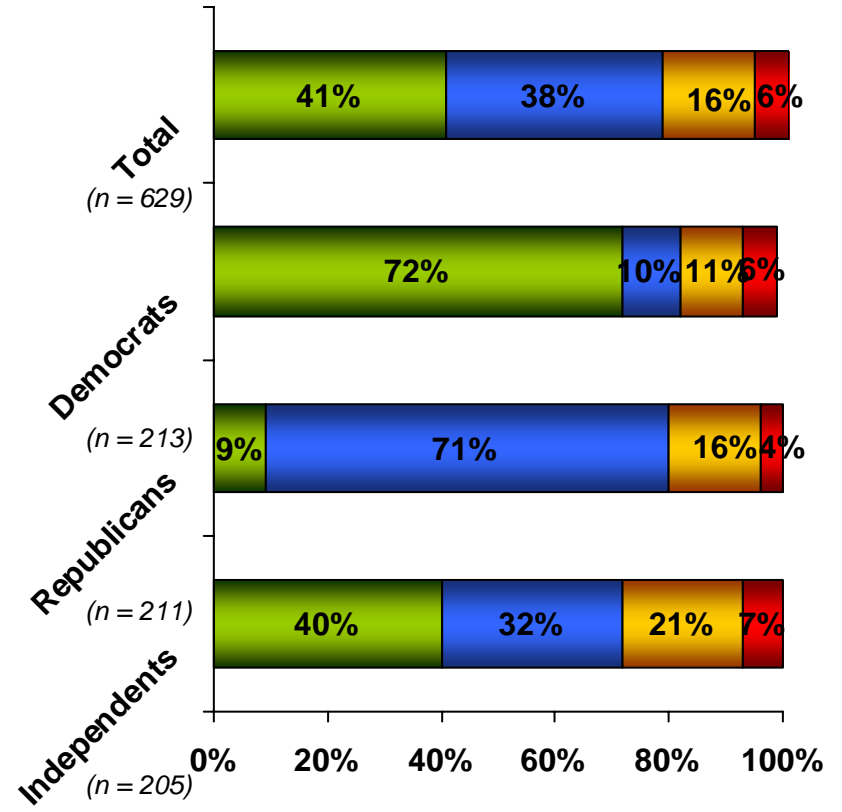
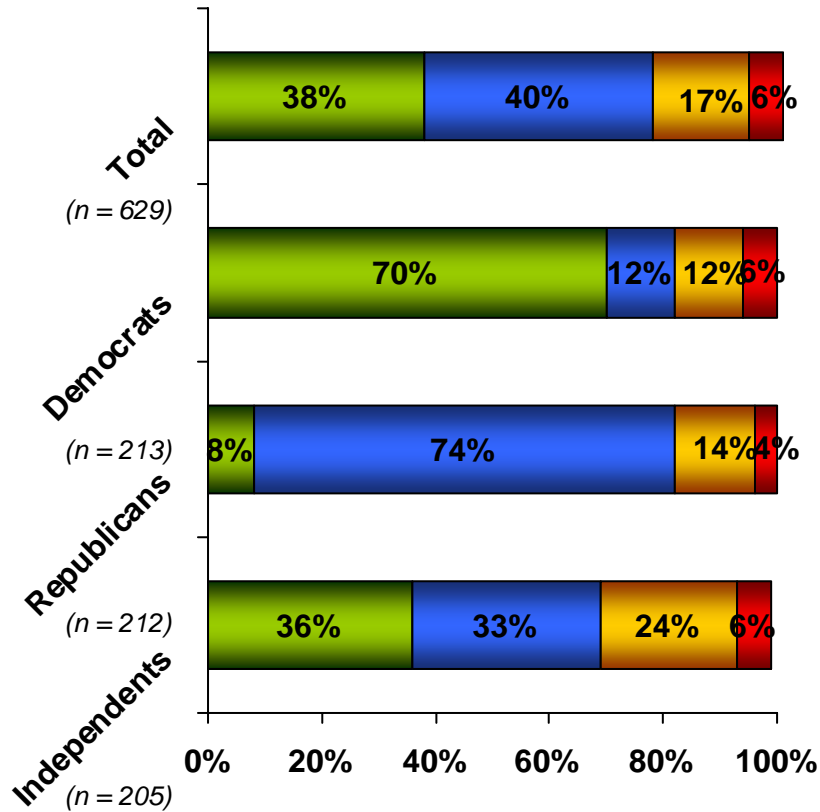
Proportions may not add up to 100% due to rounding.

“If Hillary Clinton was the Democratic nominee and the 2008 presidential election was held today, which of the following candidates would you vote for?”

Before Viewing DNC Anti-McCain Ad

After Viewing DNC Anti-McCain Ad

■ Hillary Clinton ■ John McCain ■ Undecided ■ Other ■ Hillary Clinton ■ John McCain ■ Undecided ■ Other



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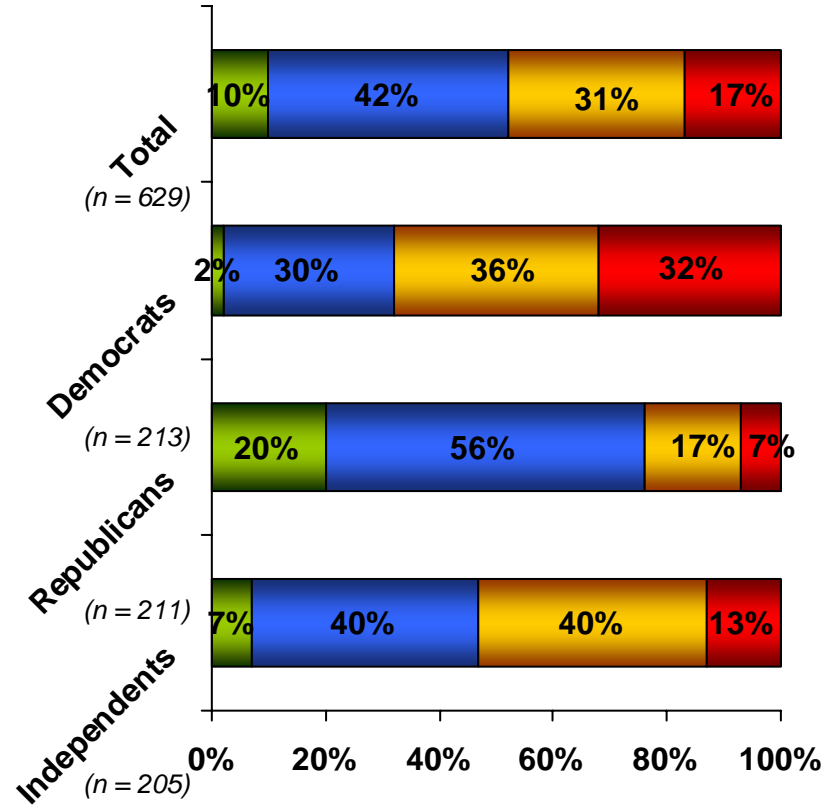
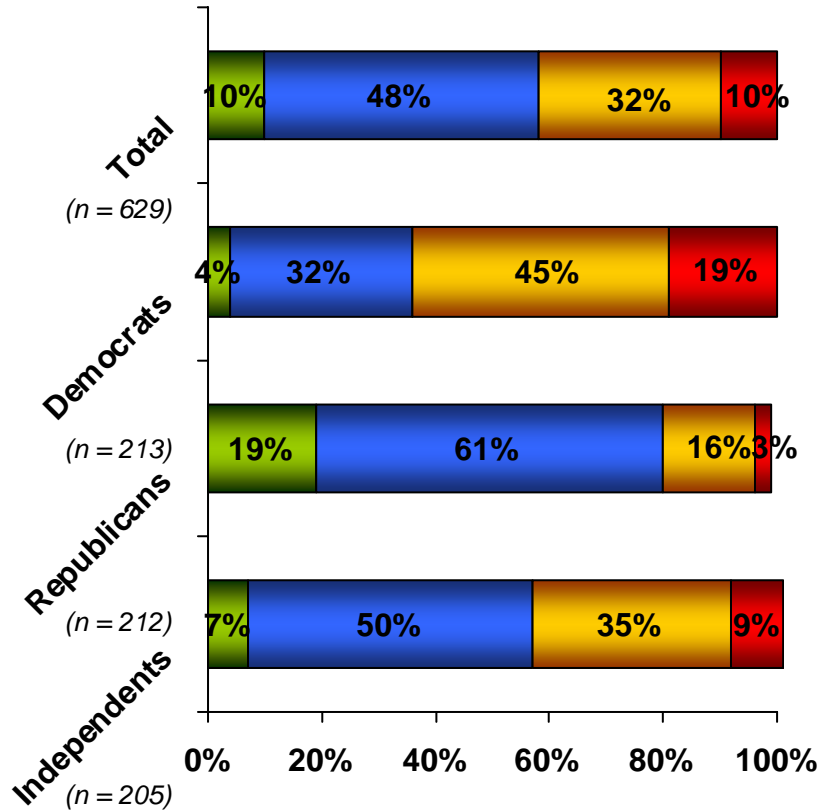
“Which of the following best describes your overall opinion of John McCain?”

Before Viewing DNC Anti-McCain Ad

After Viewing DNC Anti-McCain Ad

Very Favorable Mostly Favorable
 Mostly Unfavorable Very Unfavorable

Very Favorable Mostly Favorable
 Mostly Unfavorable Very Unfavorable

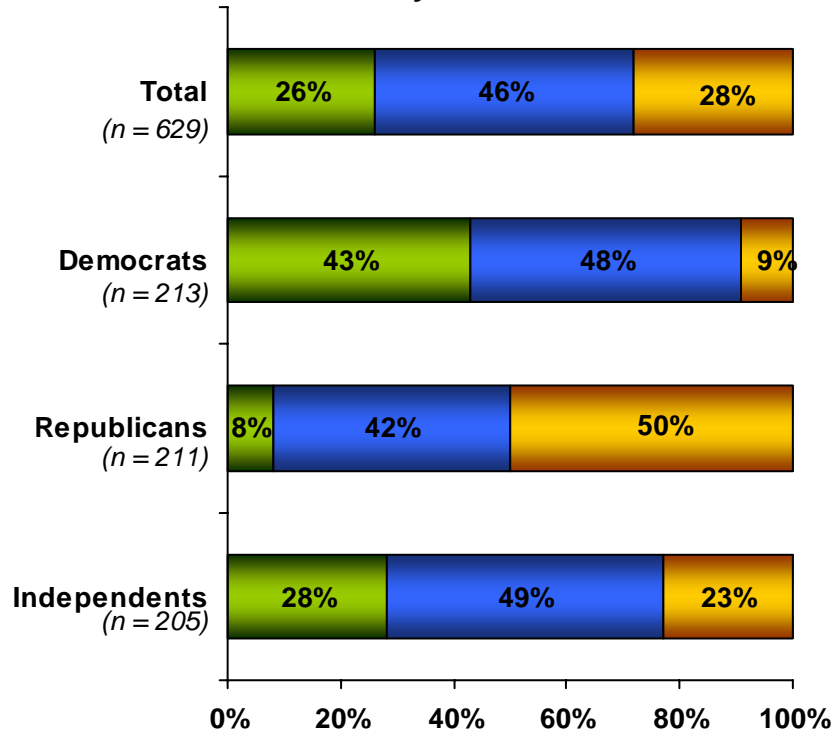


Proportions may not add up to 100% due to rounding.

“Which of the following plans best represents your view of the best way to manage the War in Iraq?”

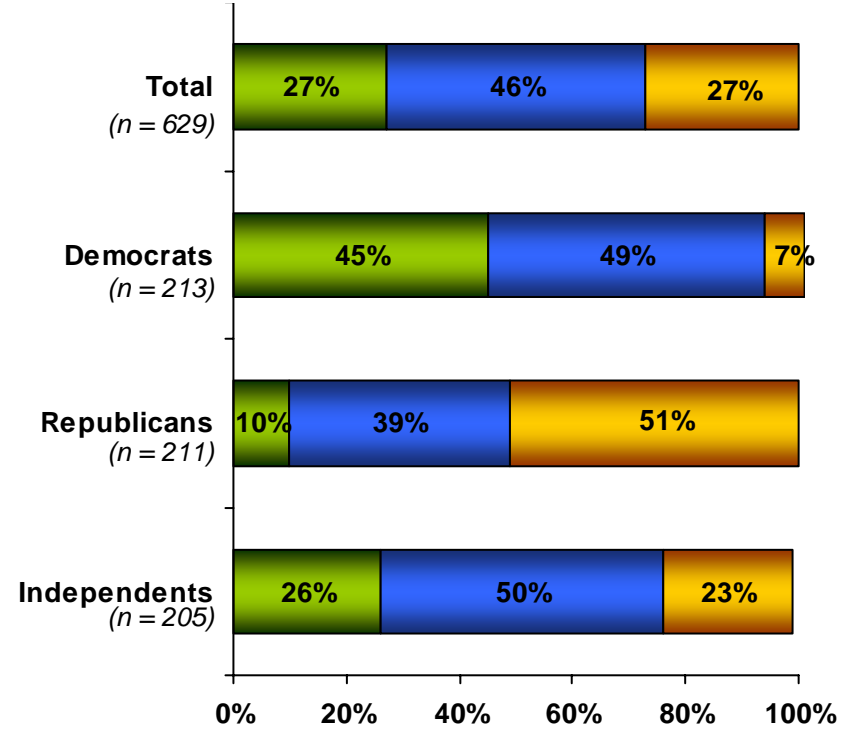
Before Viewing DNC Anti-McCain Ad

- Begin removing troops as rapidly as possible
- Remove troops steadily over the course of a one-two year period
- Maintain current U.S. troop levels, with future levels determined as necessary



After Viewing DNC Anti-McCain Ad

- Begin removing troops as rapidly as possible
- Remove troops steadily over the course of a one-two year period
- Maintain current U.S. troop levels, with future levels determined as necessary



Proportions may not add up to 100% due to rounding.

% Of Respondents Based On The Emotions Felt While Viewing the DNC Anti-McCain Ad

| | All Emotions Felt | | | |
|---------------------|-------------------|-----------|-------------|--------------|
| | Total | Democrats | Republicans | Independents |
| Attentive | 22% | 21% | 22% | 24% |
| Excited | 2% | 1% | 1% | 3% |
| Hopeful | 8% | 4% | 7% | 12% |
| Benefited | 4% | 4% | 0% | 6% |
| Affectionate | 1% | 0% | 1% | 1% |
| Confident | 7% | 3% | 8% | 10% |
| Sad | 39% | 52% | 31% | 33% |
| Tense | 28% | 33% | 23% | 27% |
| Embarrassed | 13% | 18% | 8% | 15% |
| Skeptical | 33% | 22% | 42% | 35% |
| Confused | 14% | 13% | 14% | 15% |
| Irritated | 52% | 60% | 52% | 44% |

Proportions may not add up to 100% due to rounding.

% Of Respondents Based On The Emotions Felt While Viewing the DNC Anti-McCain Ad

| | Emotion Most Felt | | | |
|---------------------|-------------------|-----------|-------------|--------------|
| | Total | Democrats | Republicans | Independents |
| Attentive | 9% | 8% | 6% | 11% |
| Excited | 1% | 1% | 1% | 1% |
| Hopeful | 5% | 3% | 3% | 7% |
| Benefited | 1% | 1% | 0% | 1% |
| Affectionate | 0% | 0% | 0% | 0% |
| Confident | 4% | 2% | 4% | 5% |
| Sad | 17% | 23% | 13% | 16% |
| Tense | 6% | 8% | 4% | 6% |
| Embarrassed | 3% | 4% | 3% | 2% |
| Skeptical | 17% | 9% | 23% | 19% |
| Confused | 4% | 2% | 7% | 4% |
| Irritated | 33% | 39% | 35% | 26% |

Proportions may not add up to 100% due to rounding.