

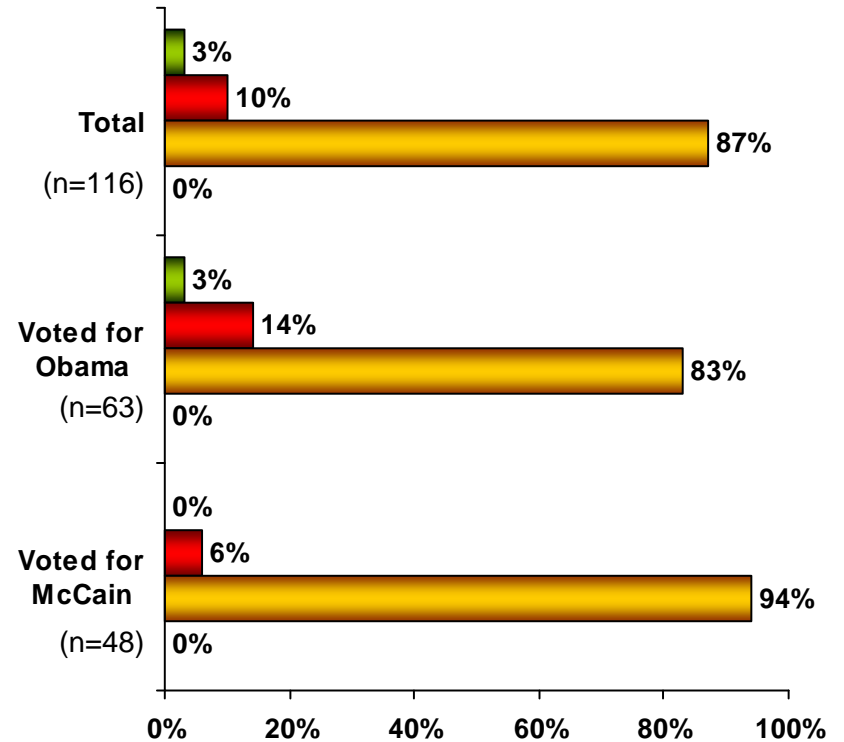
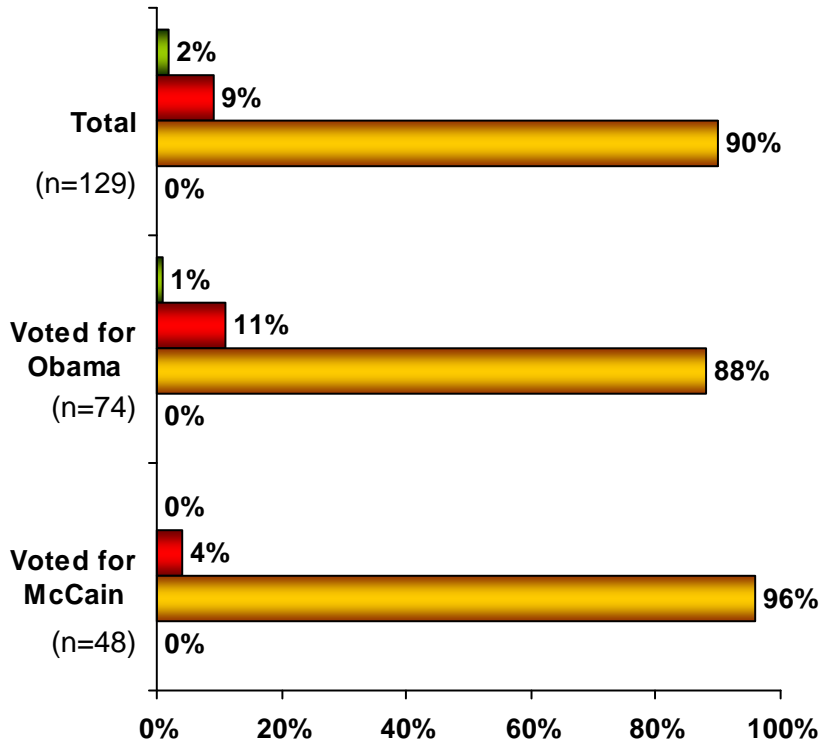
“Did celebrity endorsements in the media have any influence with your decision on whether or not to vote and which candidate to choose? “

**Male**

**Female**

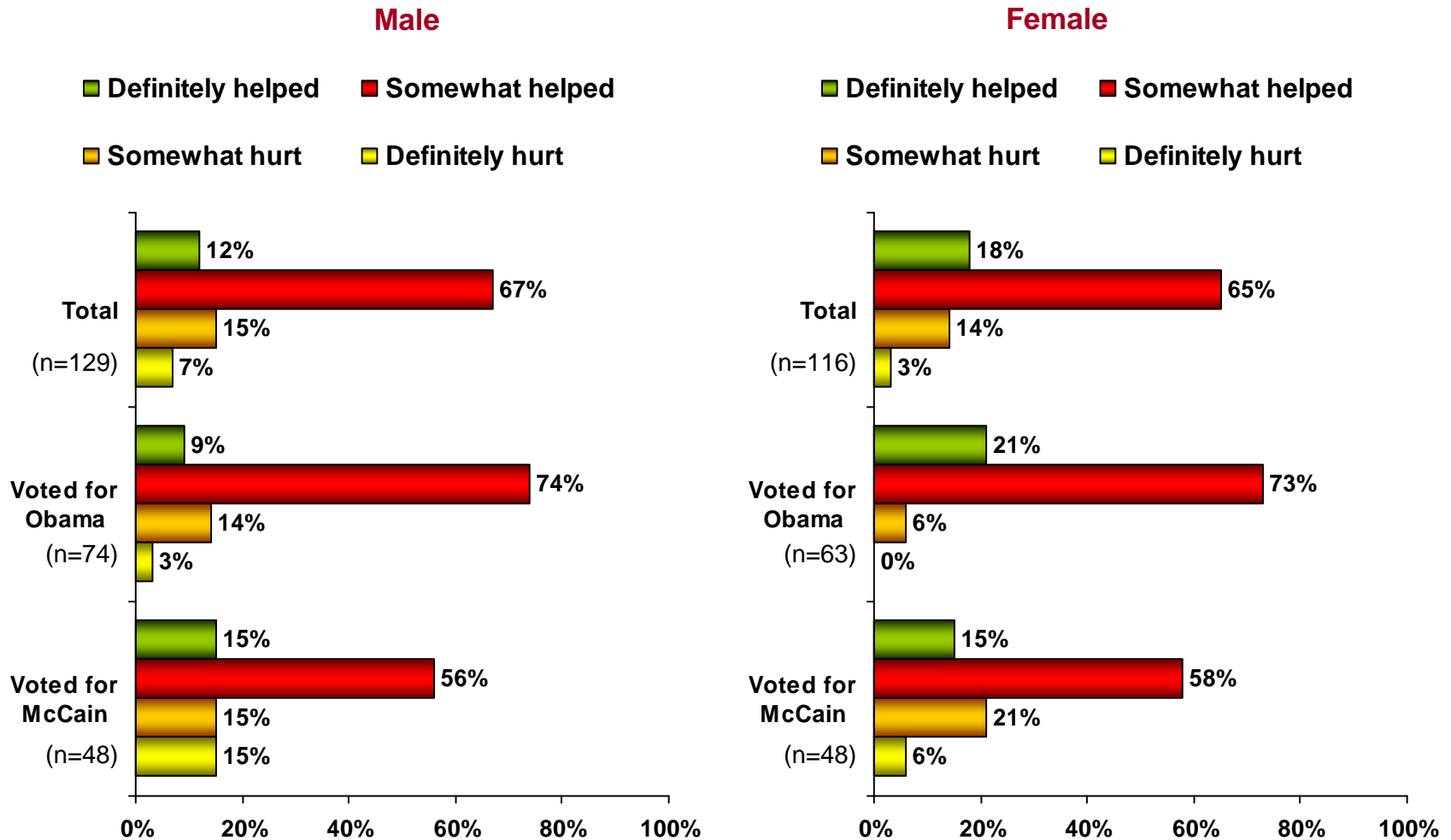
- Heavily influenced my decisions
- Slightly influenced my decisions
- No influence on my decisions
- Not sure

- Heavily influenced my decisions
- Slightly influenced my decisions
- No influence on my decisions
- Not sure



Percentages may not equal 100 due to rounding

**“In regards to the 2008 Presidential Election, do you think public support, promotion and sponsorship by celebrities helped or hurt the candidates in whom they were endorsing?”**

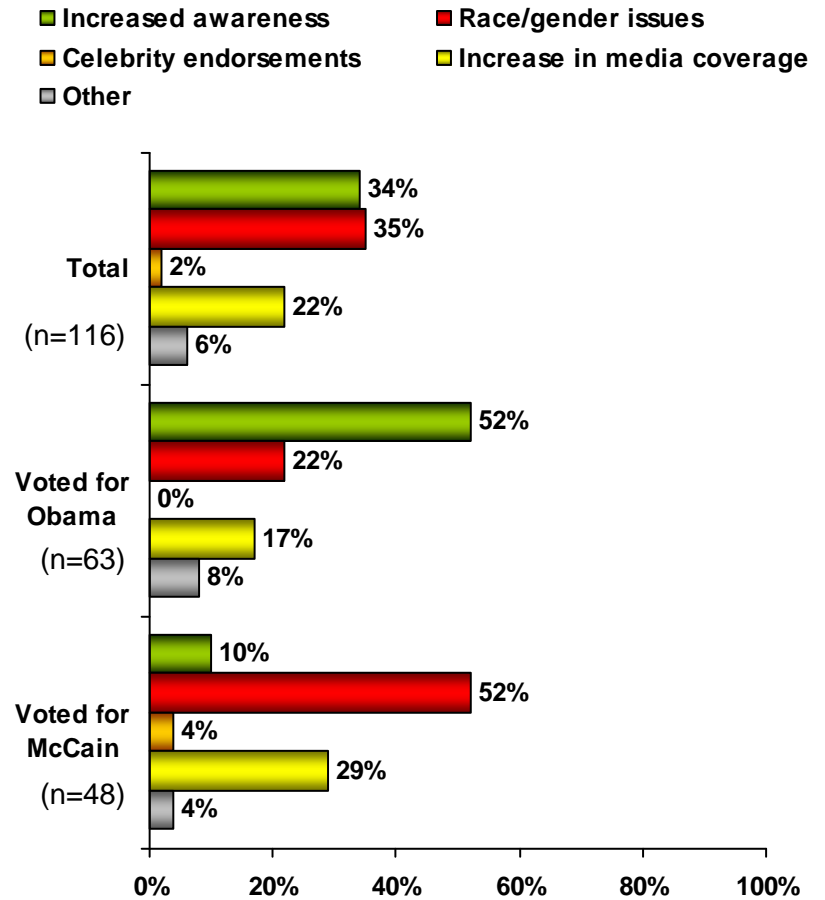
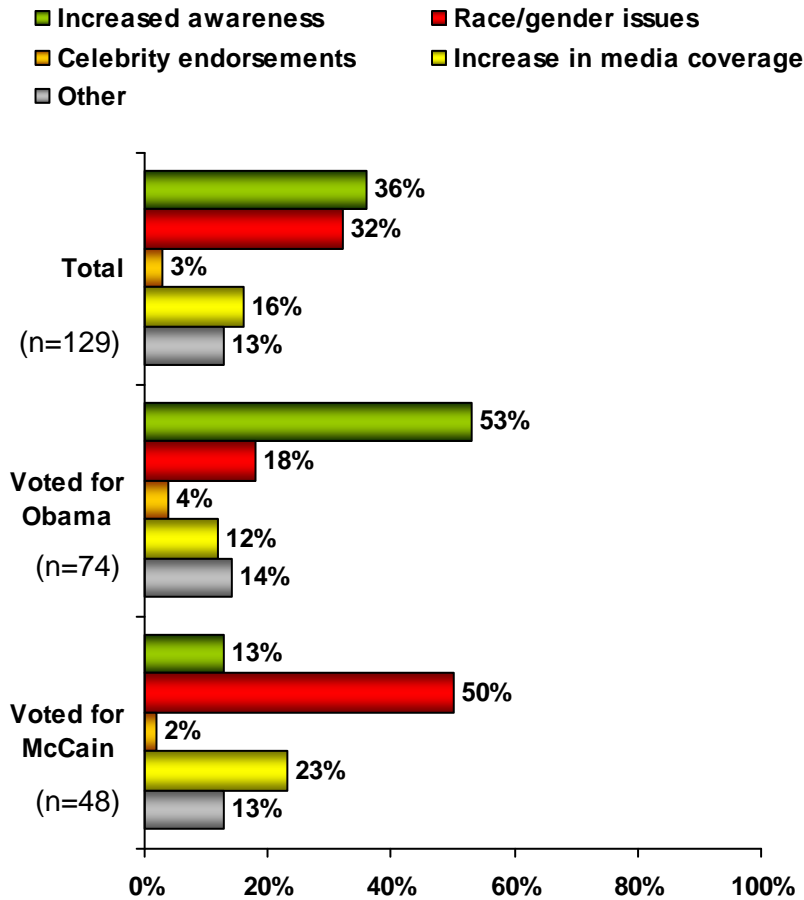


Percentages may not equal 100 due to rounding

**“Which of the following factors do you feel contributed the most to the increase in voter participation for this year’s Presidential Election? Please select only one.”**

**Male**

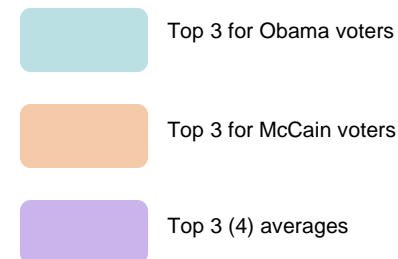
**Female**



Percentages may not equal 100 due to rounding

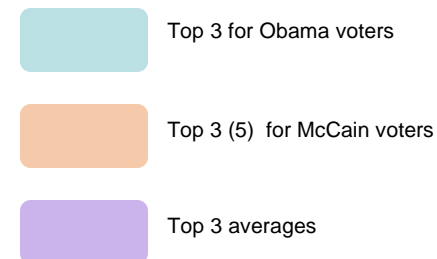
**“Which of the following would have been most influential to you if they had endorsed your candidate of choice? Choose top 3”**

Male			
Celeb	Voted for Obama	Voted for McCain	Average
Tiger Woods	15%	13%	14%
Rush Limbaugh	3%	48%	25%
George Clooney	31%	10%	21%
Derek Jeter	5%	6%	6%
Jessica Simpson	5%	6%	6%
Tyra Banks	5%	2%	4%
Regis Philbin	9%	21%	15%
Rachael Ray	3%	15%	9%
Alan Greenspan	27%	40%	33%
Julia Roberts	11%	6%	9%
Serena Williams	1%	0%	1%
Madonna	5%	6%	6%
Barbara Walters	24%	25%	25%
Reese Witherspoon	7%	10%	9%
Jack Welch	8%	17%	12%
Oprah Winfrey	49%	15%	32%
Elton John	9%	2%	6%
Kate Moss	1%	2%	2%
Angelina Jolie	12%	17%	14%
Simon Cowell	4%	6%	5%
U2	23%	6%	15%
Jay Leno	20%	10%	15%
Ben Stiller	11%	2%	6%



**“Which of the following would have been most influential to you if they had endorsed your candidate of choice? Choose top 3”**

Female			
Celeb	Voted for Obama	Voted for McCain	Average
Tiger Woods	6%	8%	7%
Rush Limbaugh	5%	52%	28%
George Clooney	38%	17%	27%
Derek Jeter	8%	0%	4%
Jessica Simpson	2%	2%	2%
Tyra Banks	10%	4%	7%
Regis Philbin	3%	10%	7%
Rachael Ray	5%	13%	9%
Alan Greenspan	14%	38%	26%
Julia Roberts	16%	15%	15%
Serena Williams	3%	0%	2%
Madonna	3%	0%	2%
Barbara Walters	29%	15%	22%
Reese Witherspoon	14%	10%	12%
Jack Welch	3%	8%	6%
Oprah Winfrey	51%	17%	34%
Elton John	5%	6%	6%
Kate Moss	0%	2%	1%
Angelina Jolie	32%	10%	21%
Simon Cowell	0%	6%	3%
U2	14%	6%	10%
Jay Leno	13%	17%	15%
Ben Stiller	6%	10%	8%



### Top 5 celebs for both Male and Female

Celeb	Male Average	Female Average	Overall Average	
Rush Limbaugh	25%	28%	26.5%	-3
George Clooney	21%	27%	24%	-4
Alan Greenspan	33%	26%	29.5%	-2
Barbara Walters	25%	22%	23.5%	-5
Oprah Winfrey	32%	34%	33%	-1