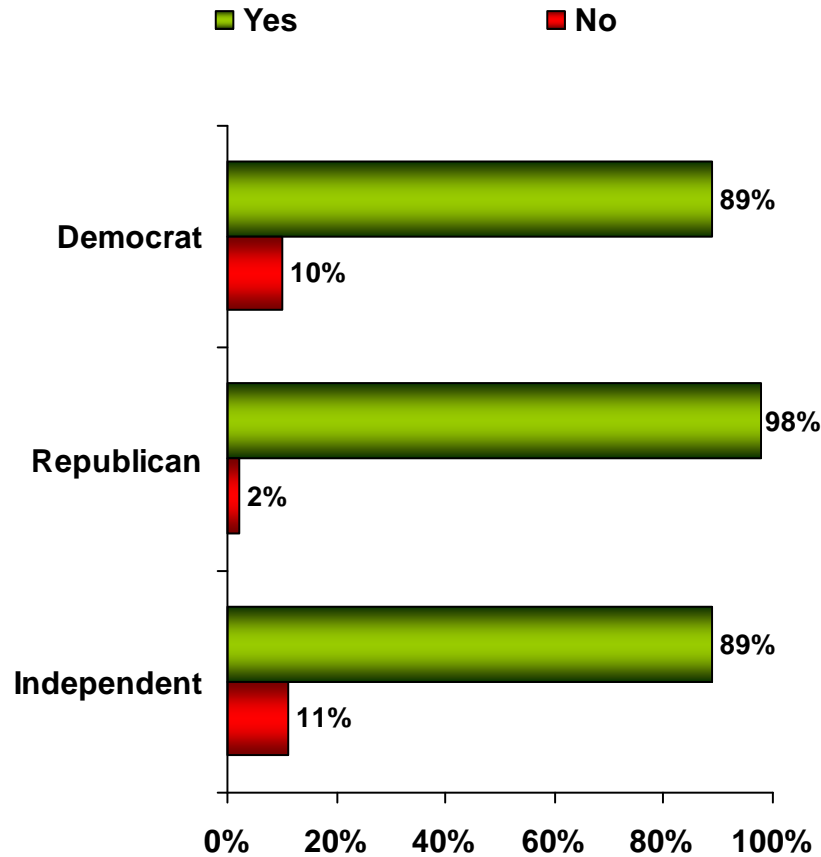


Are you aware of Chris Christie, the Republican nominee for the Governor of New Jersey in the 2009 election?

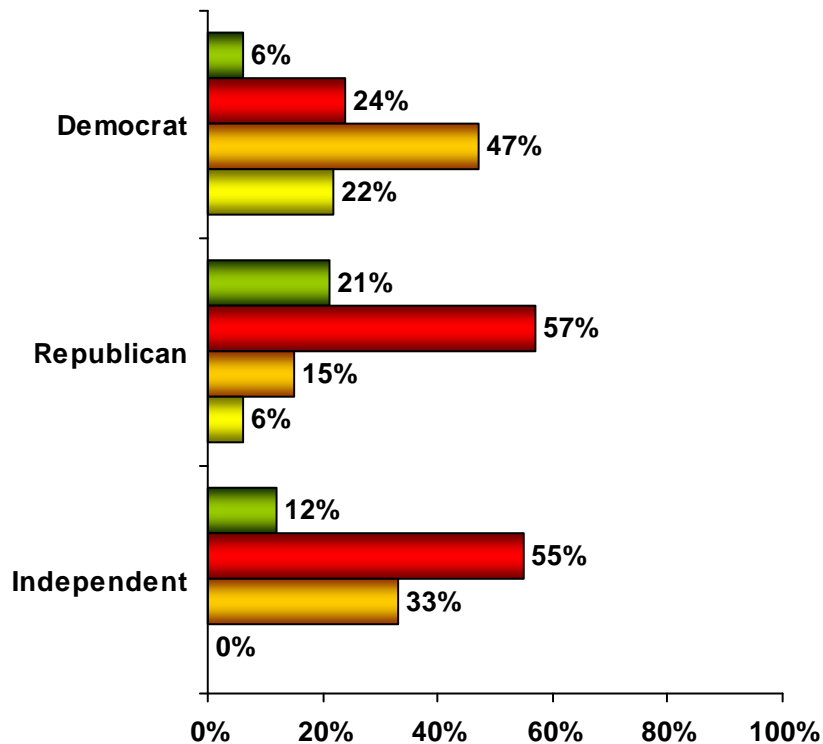


Percentages may not equal 100 due to rounding

Which of the following best describes your overall opinion of Chris Christie, the Republican nominee for the Governor of New Jersey in the 2009 election?

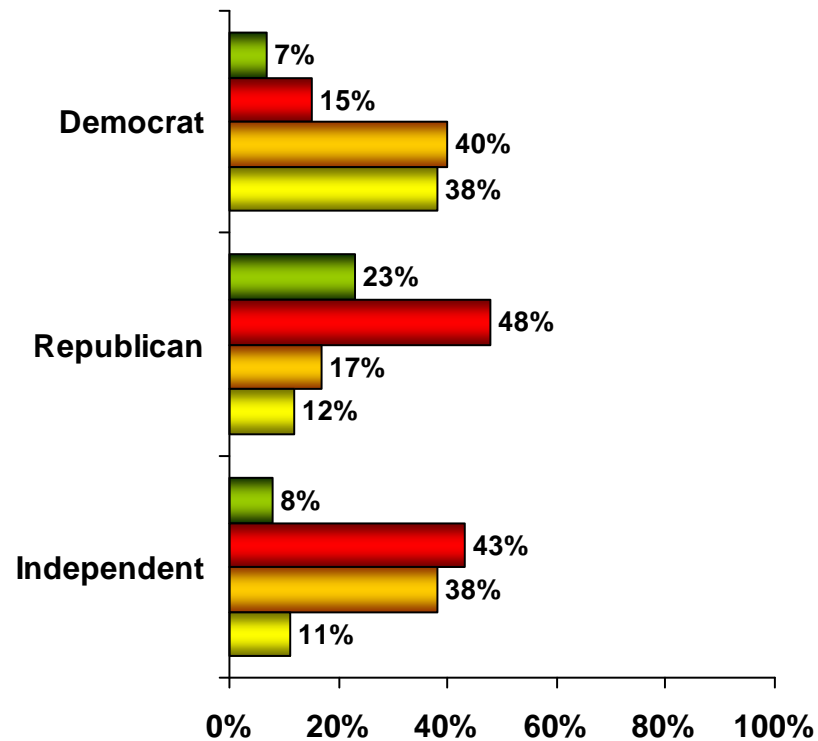
**BEFORE** Viewing Ad

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable



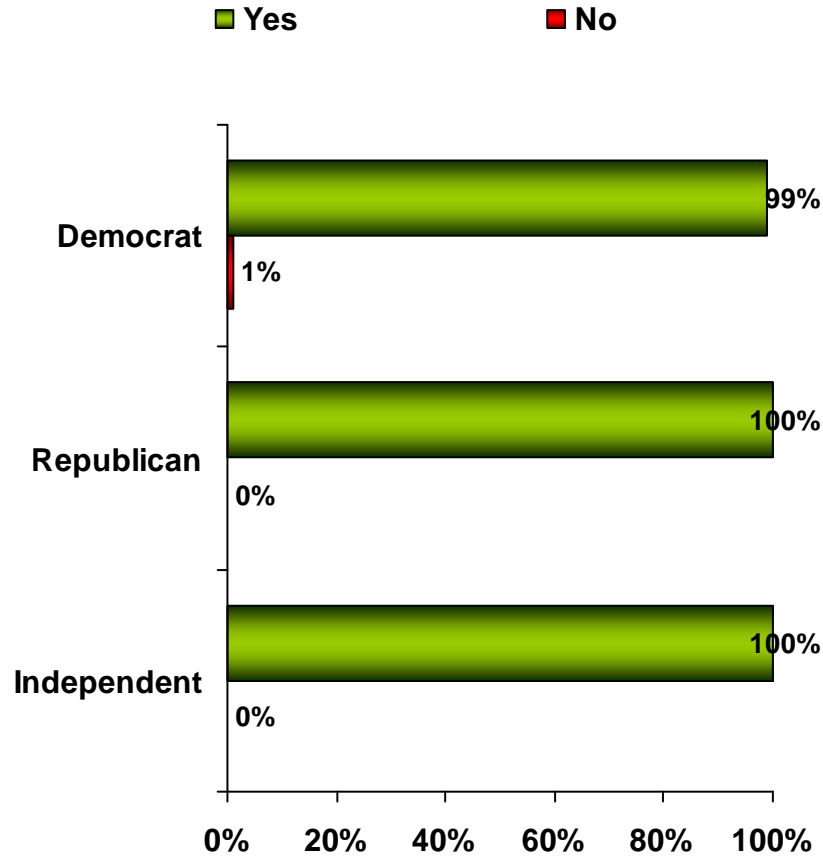
**AFTER** Viewing Ad

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable



Percentages may not equal 100 due to rounding

Are you aware of Democrat Jon Corzine, the current Governor of New Jersey, who is also a candidate for re-election in 2009?

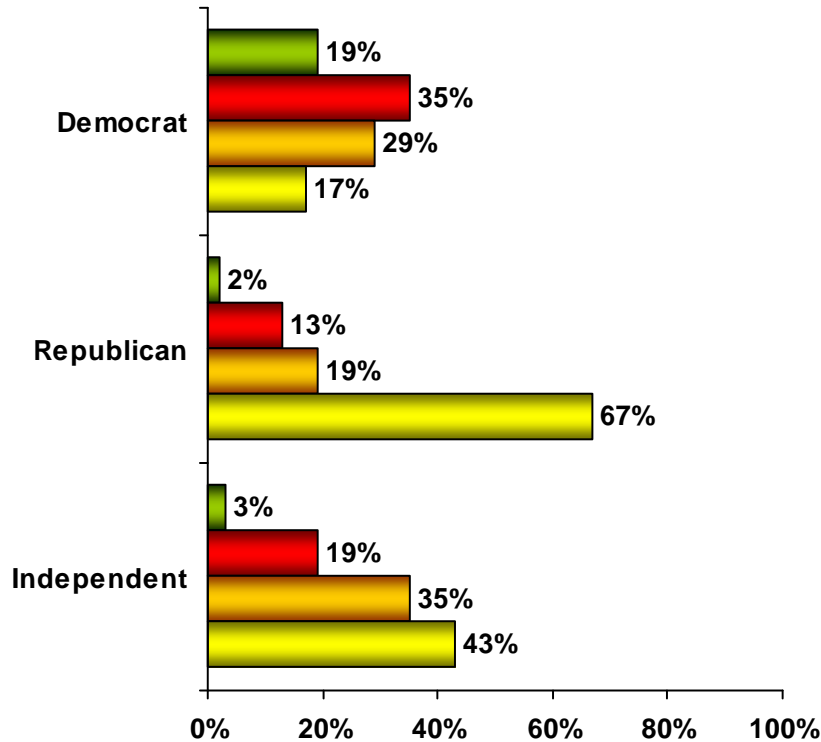


Percentages may not equal 100 due to rounding

Which of the following best describes your overall opinion of New Jersey Governor, Jon Corzine, who is currently running for re-election as the Democratic nominee in 2009?

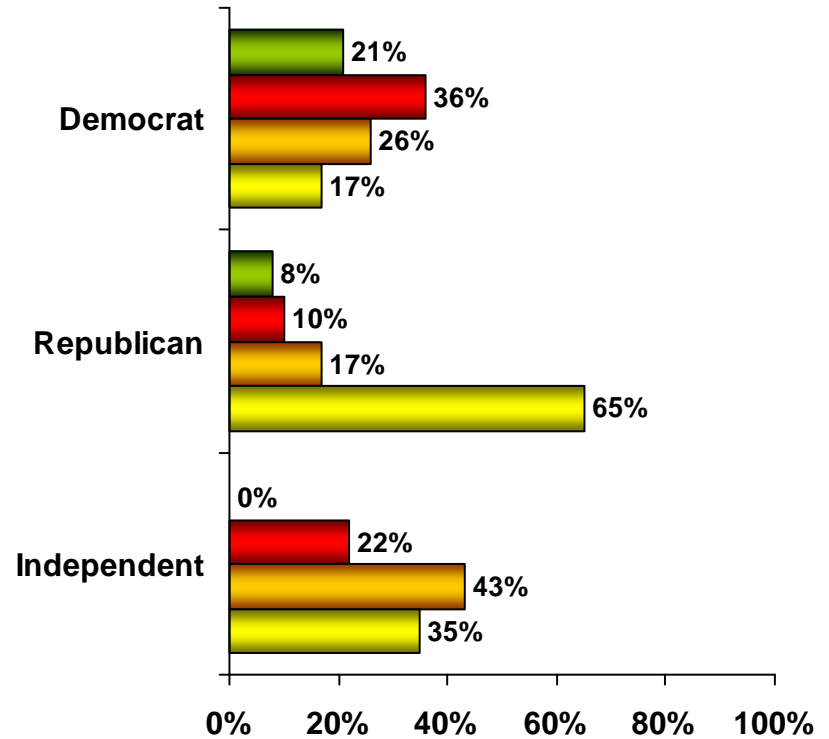
**BEFORE** Viewing Ad

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable



**AFTER** Viewing Ad

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable



Percentages may not equal 100 due to rounding

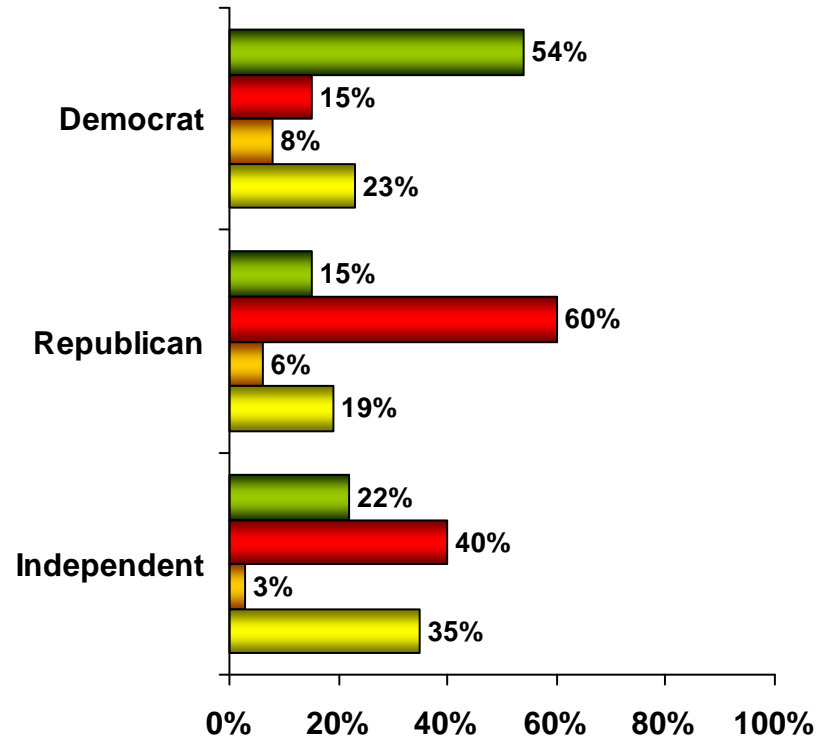
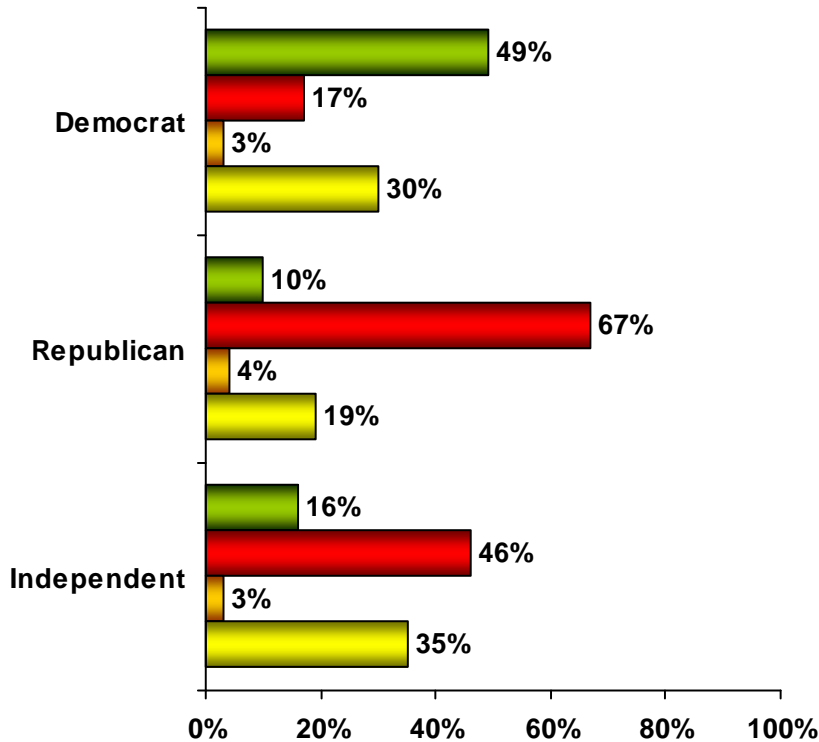
If the 2009 Election for New Jersey Governor were held today, which of the following best describes whom you would vote for?

**BEFORE** Viewing Ad

**AFTER** Viewing Ad

■ Jon Corzine      ■ Chris Christie  
 ■ Other candidate      ■ Undecided

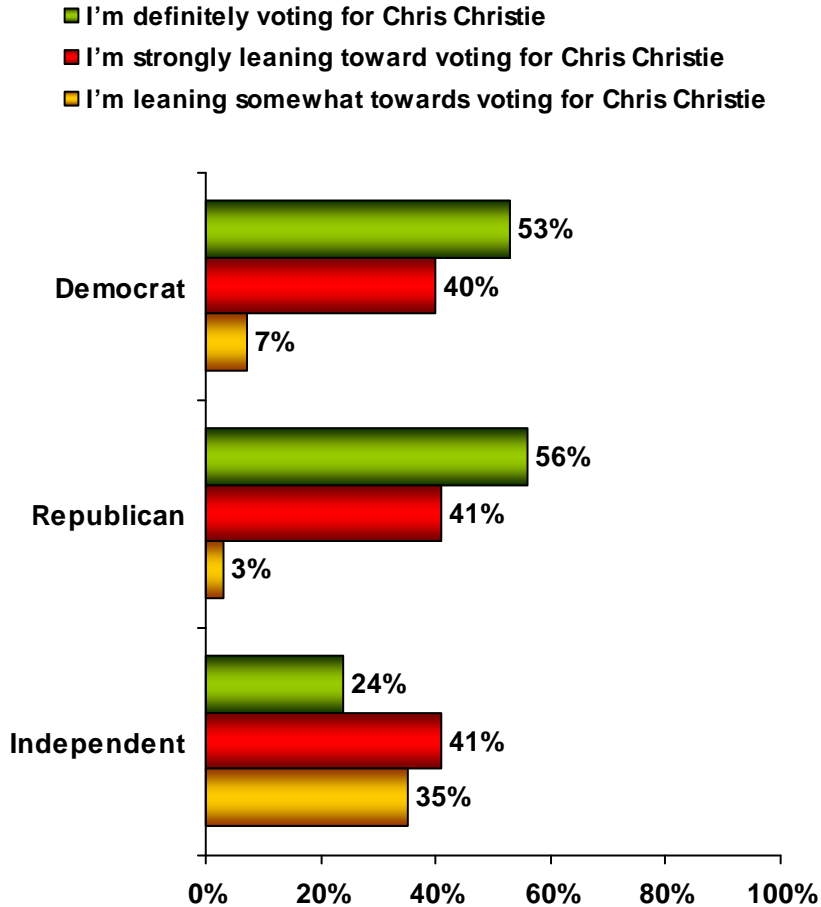
■ Jon Corzine      ■ Chris Christie  
 ■ Other candidate      ■ Undecided



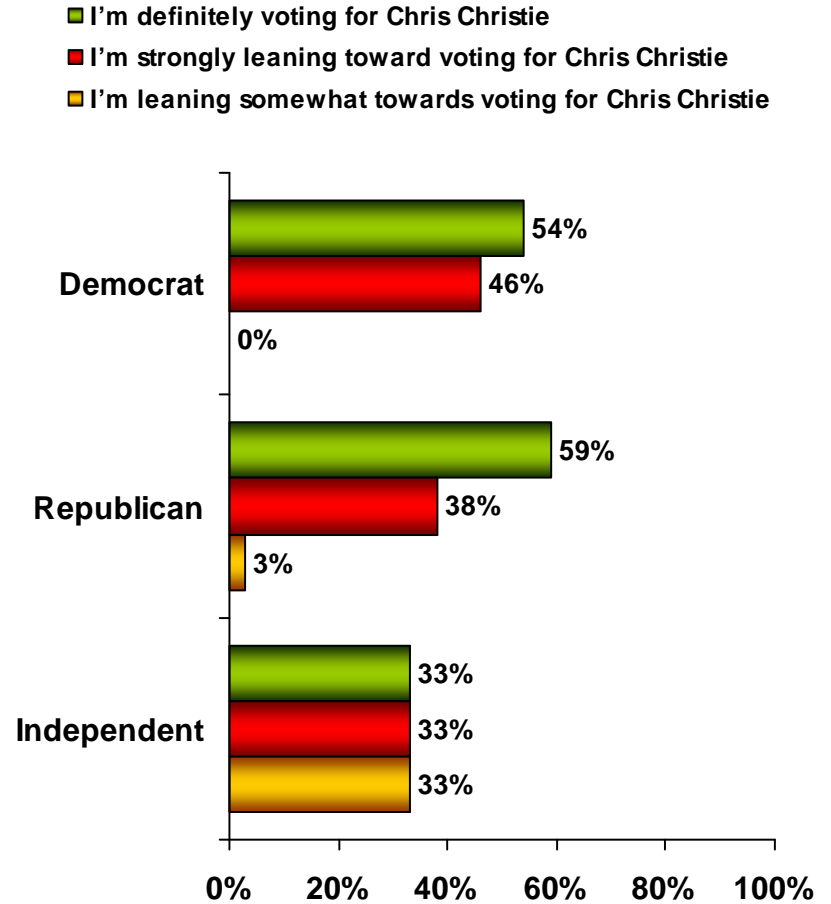
Percentages may not equal 100 due to rounding

# Which of the following best describes your likelihood to vote for Chris Christie in the 2009 election?

## BEFORE Viewing Ad



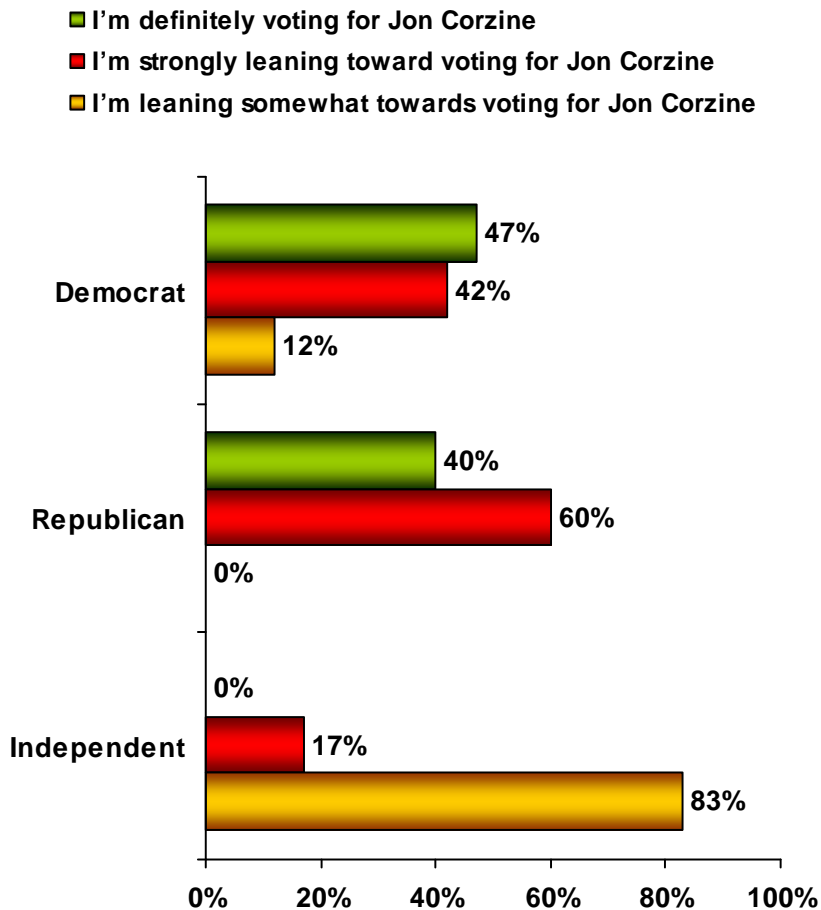
## AFTER Viewing Ad



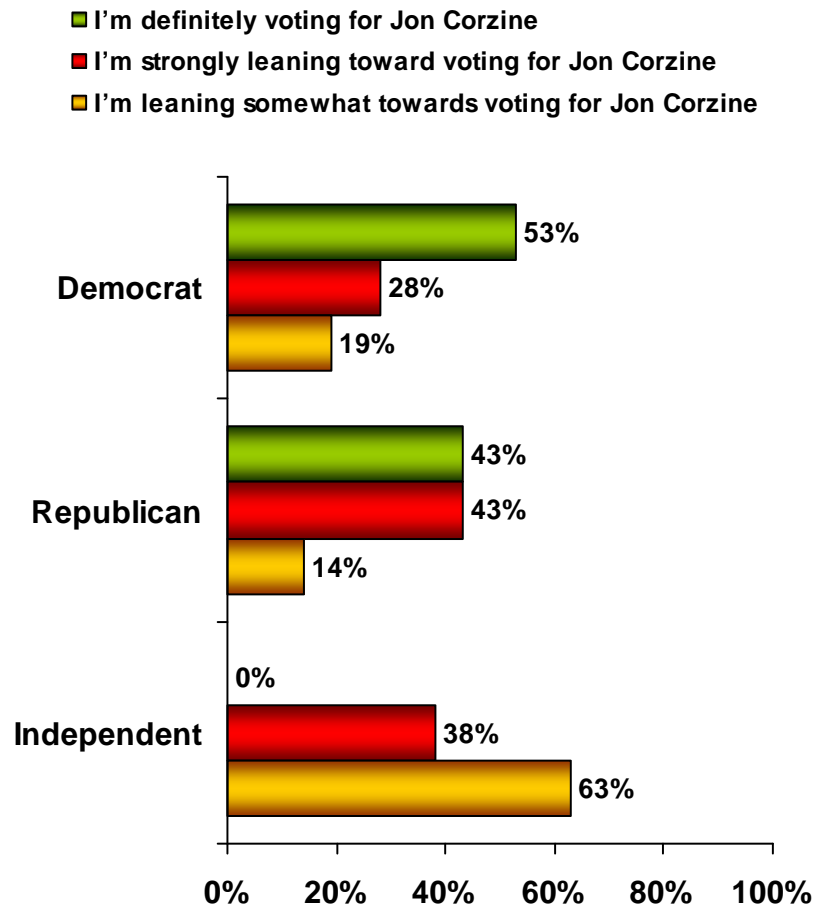
Percentages may not equal 100 due to rounding

# Which of the following best describes your likelihood to vote for Jon Corzine in the 2009 election?

## BEFORE Viewing Ad



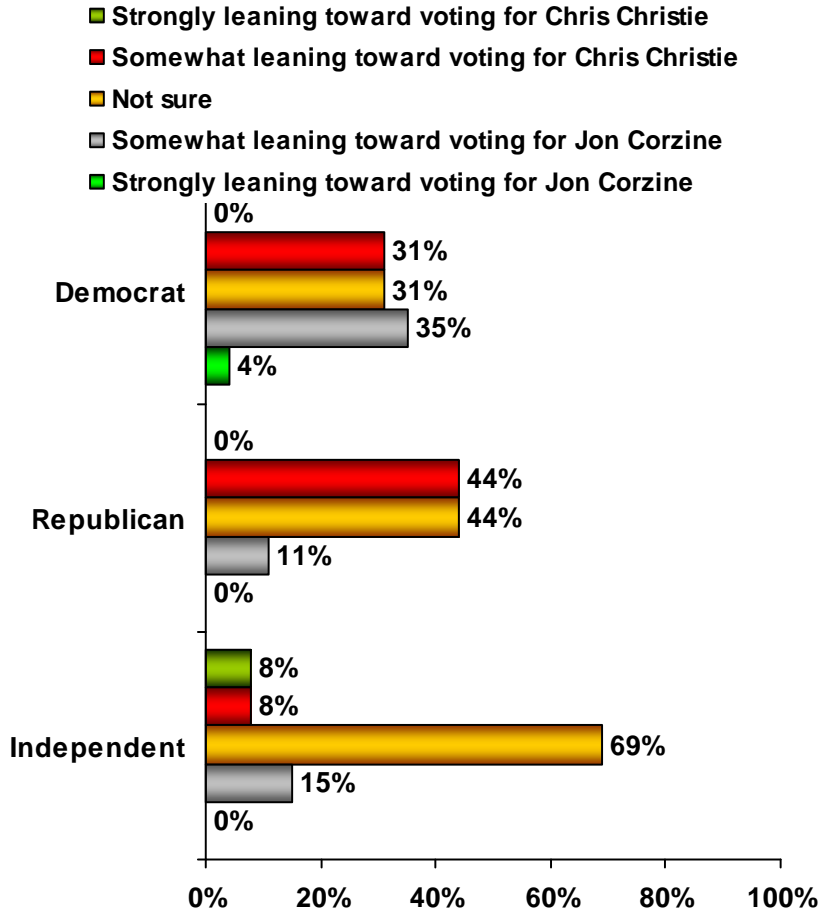
## AFTER Viewing Ad



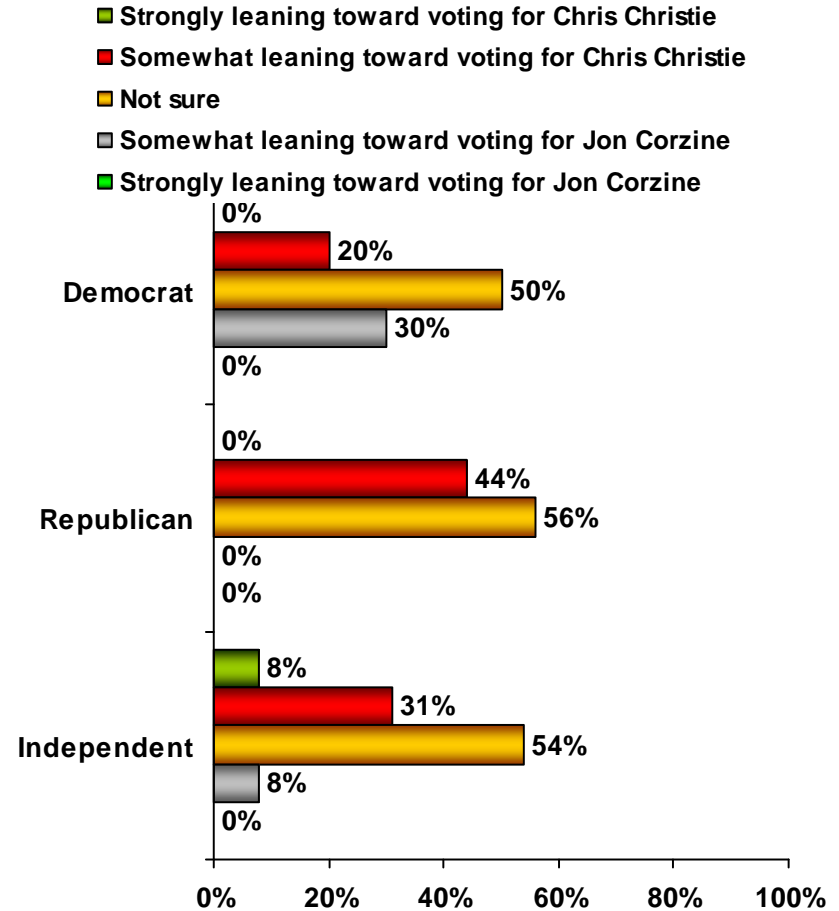
Percentages may not equal 100 due to rounding

We understand that you are undecided; which of the following best describes your position between voting for Chris Christie and Jon Corzine?

**BEFORE** Viewing Ad



**AFTER** Viewing Ad



Percentages may not equal 100 due to rounding

Which of the following emotions did you feel while viewing the video?  
Please select all that apply.

### After Viewing Video

	Democrats	Republicans	Independents
Anger	39%	25%	32%
Inspiration	2%	0%	0%
Sadness	13%	15%	5%
Skepticism	30%	60%	49%
Confusion	8%	19%	22%
Disturbing	59%	42%	38%
Embarrassment	25%	10%	16%
Pride	1%	0%	0%
Happiness	1%	0%	0%

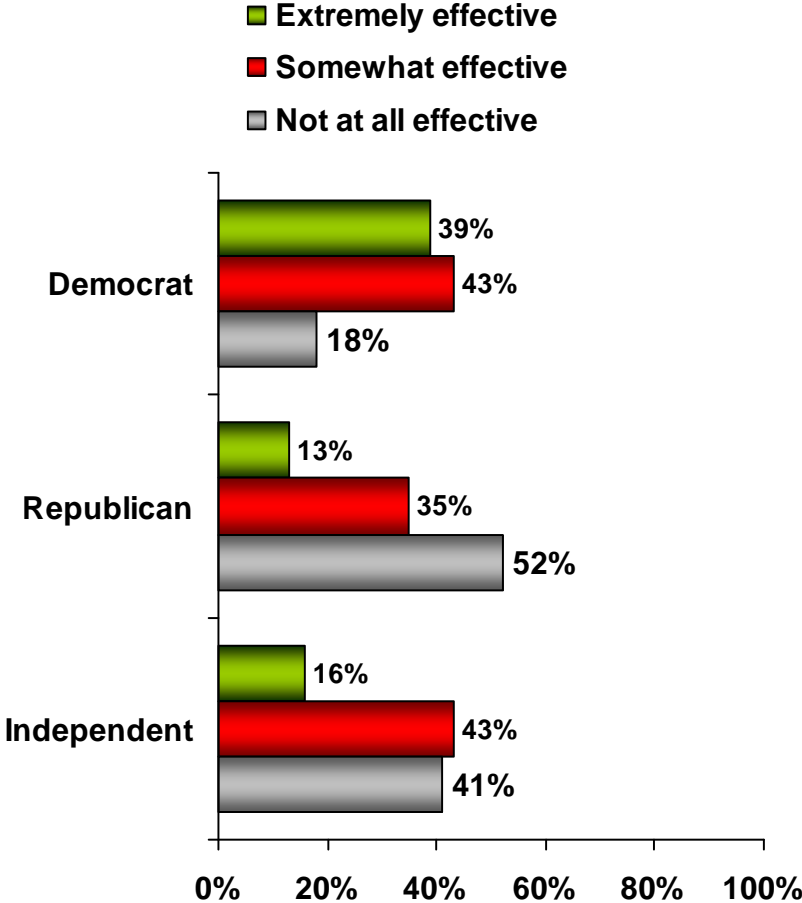
Which of the following emotions did you feel the most while viewing the video?  
Please select one emotion you felt most.

### After Viewing Video

	Democrats	Republicans	Independents
Anger	23%	6%	14%
Inspiration	2%	0%	0%
Sadness	2%	0%	0%
Skepticism	16%	<b>56%</b>	<b>49%</b>
Confusion	2%	4%	14%
Disturbing	<b>39%</b>	29%	19%
Embarrassment	13%	4%	5%
Pride	1%	0%	0%
Happiness	1%	0%	0%

Percentages may not equal 100 due to rounding

Please indicate how effective you think this ad was.



Percentages may not equal 100 due to rounding