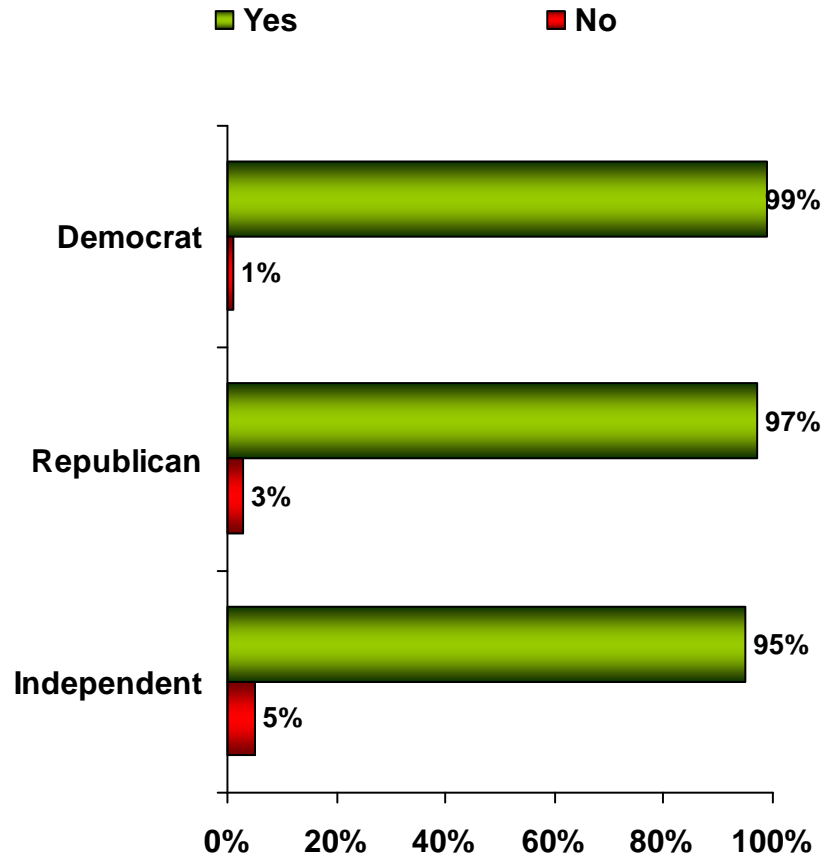


Are you aware of Chris Christie, the Republican nominee for the Governor of New Jersey in the 2009 election?

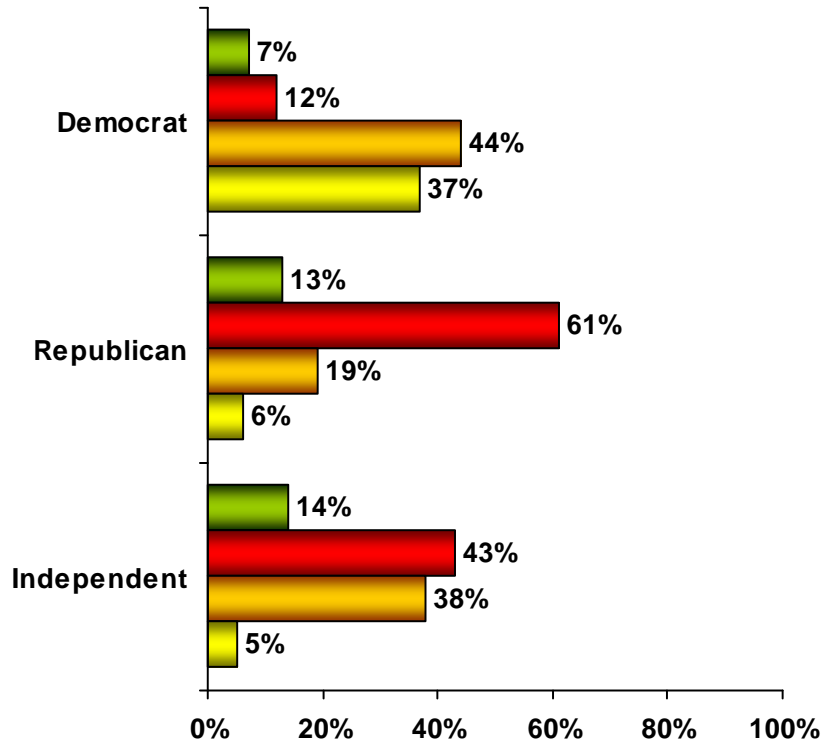


Percentages may not equal 100 due to rounding

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?

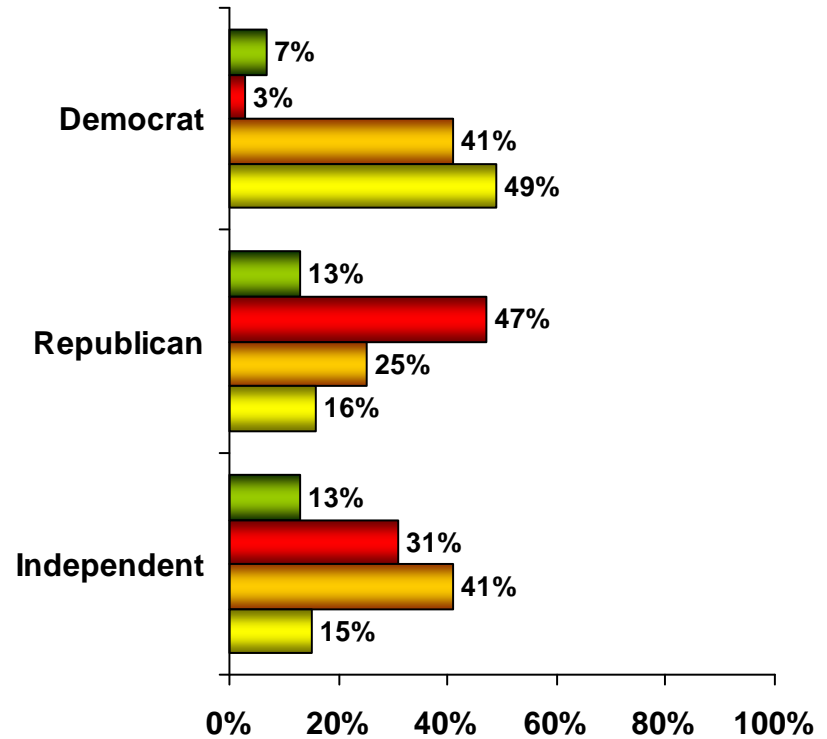
**BEFORE** Viewing Ad

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



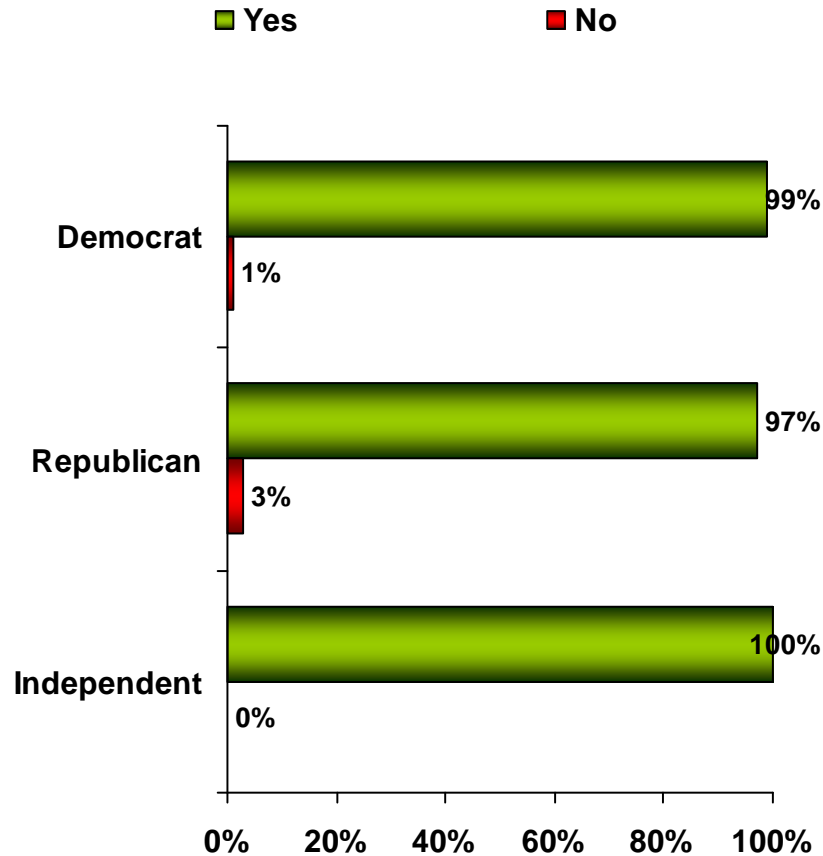
**AFTER** Viewing Ad

- 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?

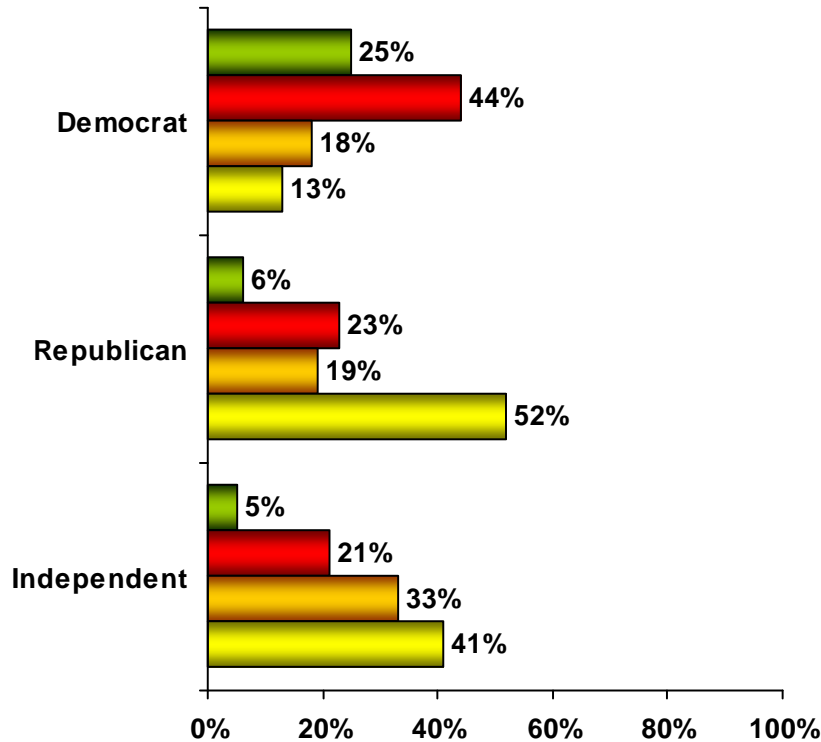


Percentages may not equal 100 due to rounding

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?

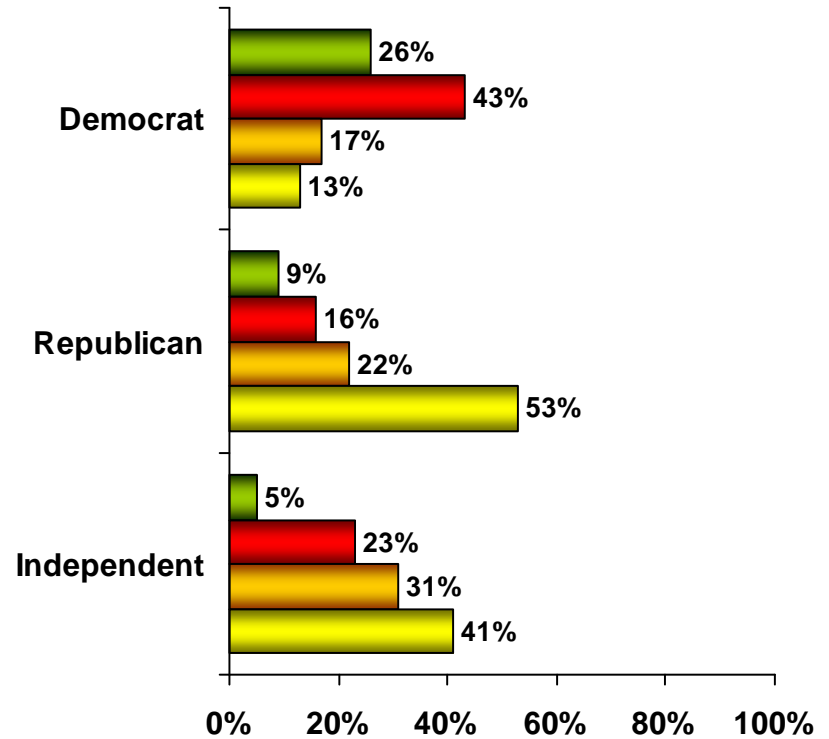
**BEFORE** Viewing Ad

- 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

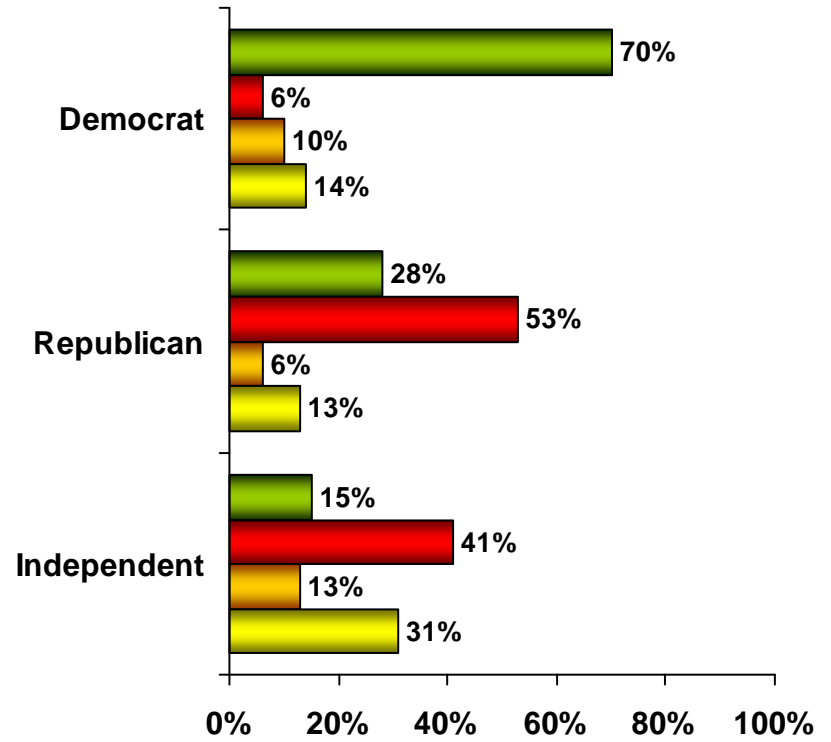
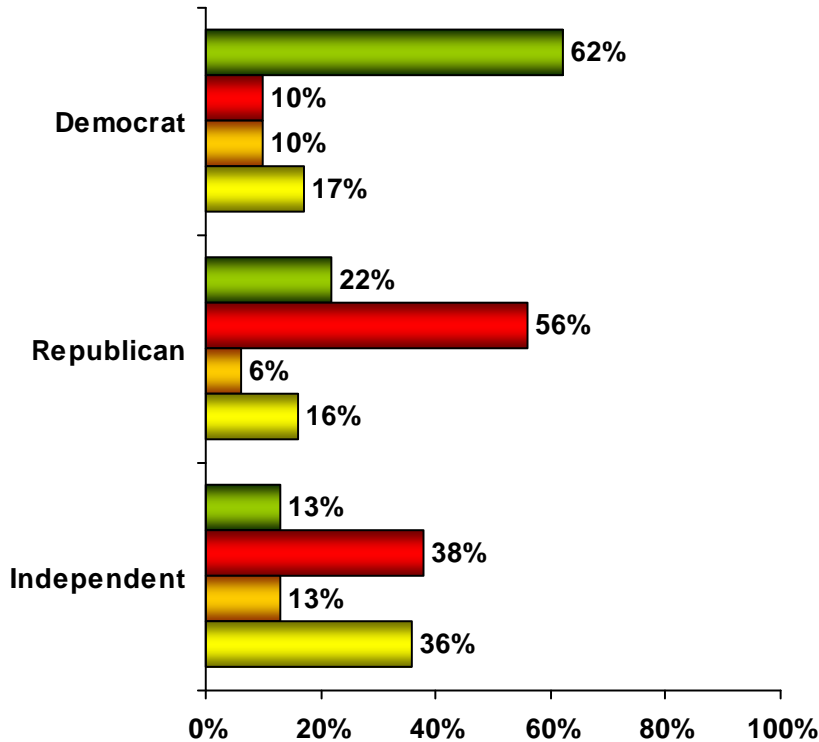
If the 2009 Election for New Jersey Governor were held today, which of the following best describes whom you would vote for?

**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 emotions did you feel while viewing the video?  
Please select all that apply.

### After Viewing Video

	Democrats	Republicans	Independents
Anger	51%	22%	31%
Inspiration	6%	0%	0%
Sadness	7%	13%	13%
Skepticism	22%	59%	51%
Confusion	9%	6%	5%
Disturbing	57%	44%	46%
Embarrassment	14%	9%	10%
Pride	3%	0%	0%
Happiness	3%	0%	0%

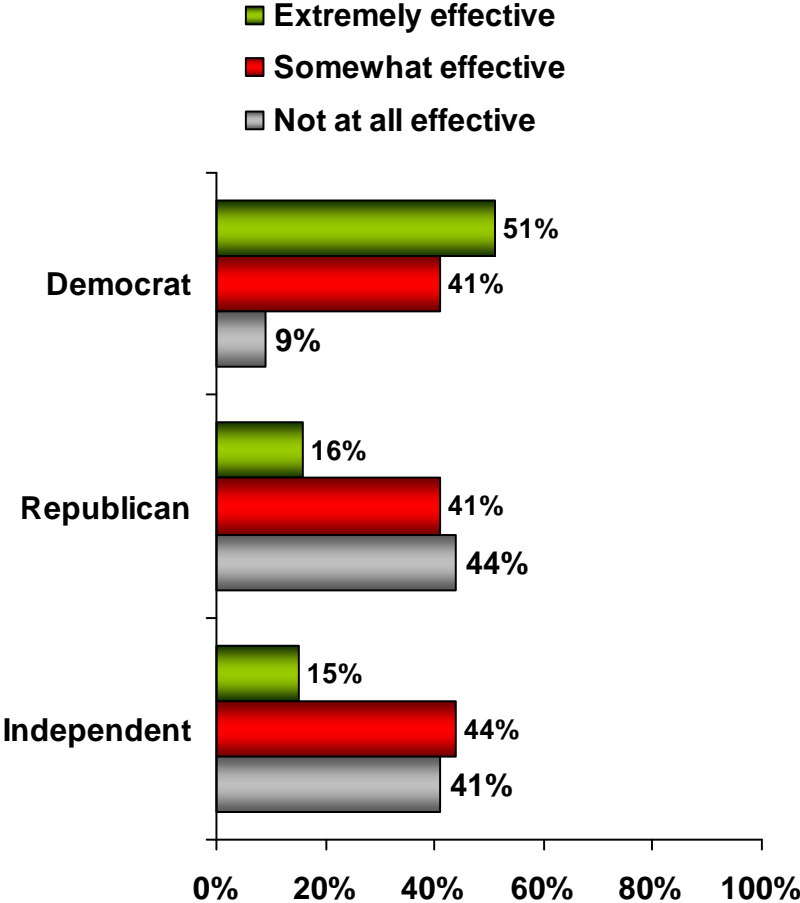
Which of the following emotions did you feel the most while viewing the video?  
Please select one emotion you felt most.

### After Viewing Video

	Democrats	Republicans	Independents
Anger	38%	16%	26%
Inspiration	3%	0%	0%
Sadness	1%	3%	5%
Skepticism	12%	44%	38%
Confusion	1%	3%	5%
Disturbing	39%	28%	18%
Embarrassment	1%	6%	8%
Pride	3%	0%	0%
Happiness	1%	0%	0%

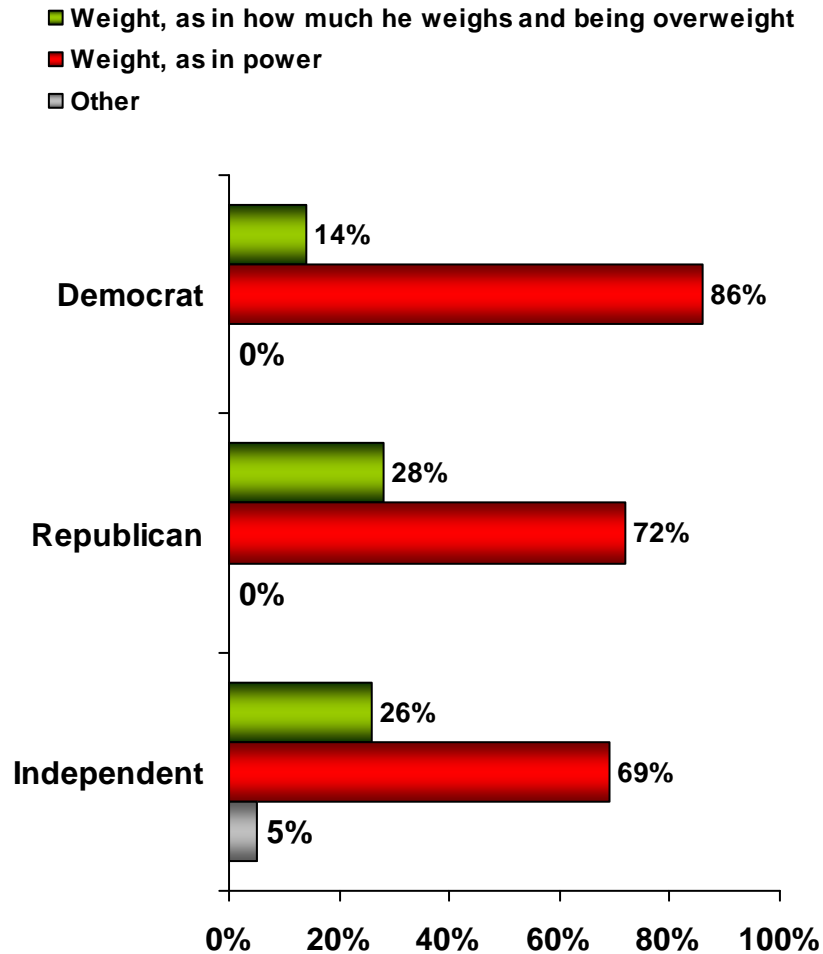
Percentages may not equal 100 due to rounding

Please indicate how effective you think this ad was.



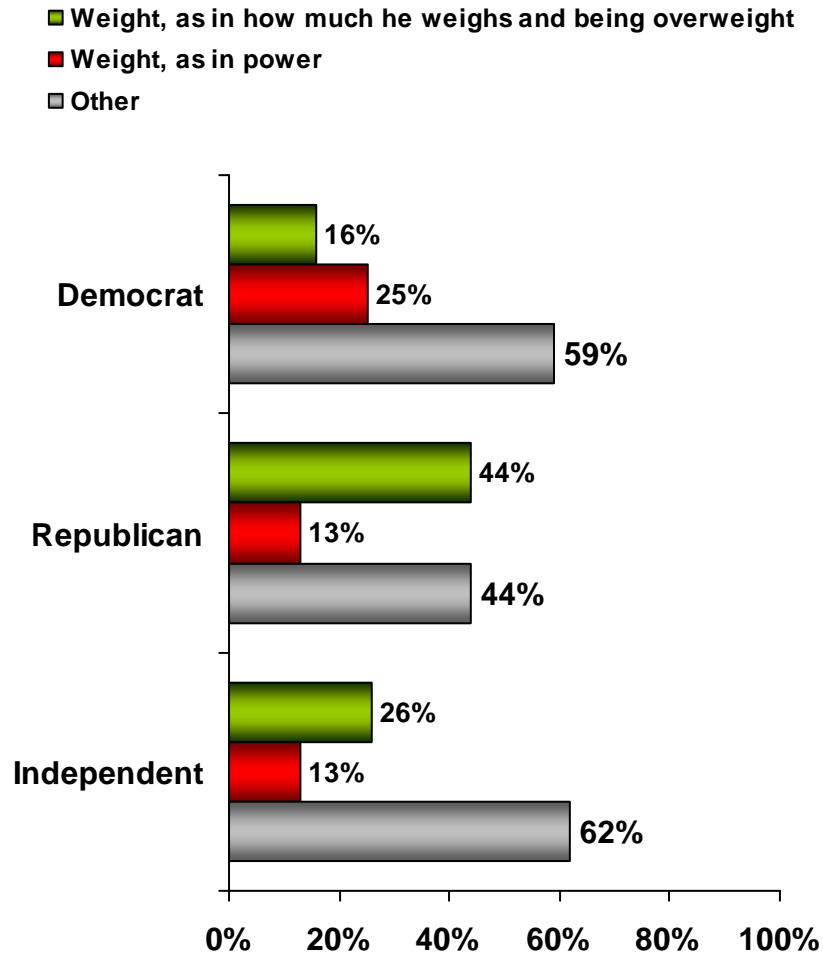
Percentages may not equal 100 due to rounding

When the narrator of the ad mentions Chris Christie is "...throwing his weight around," please indicate what you believe this was in reference to.



Percentages may not equal 100 due to rounding

Did you think the reference to "...throwing his weight around" was inappropriate?



Percentages may not equal 100 due to rounding