

Figure One.

### Media Buys by Non-Party Groups for Electioneering v. Genuine Issue Advocacy, by Month

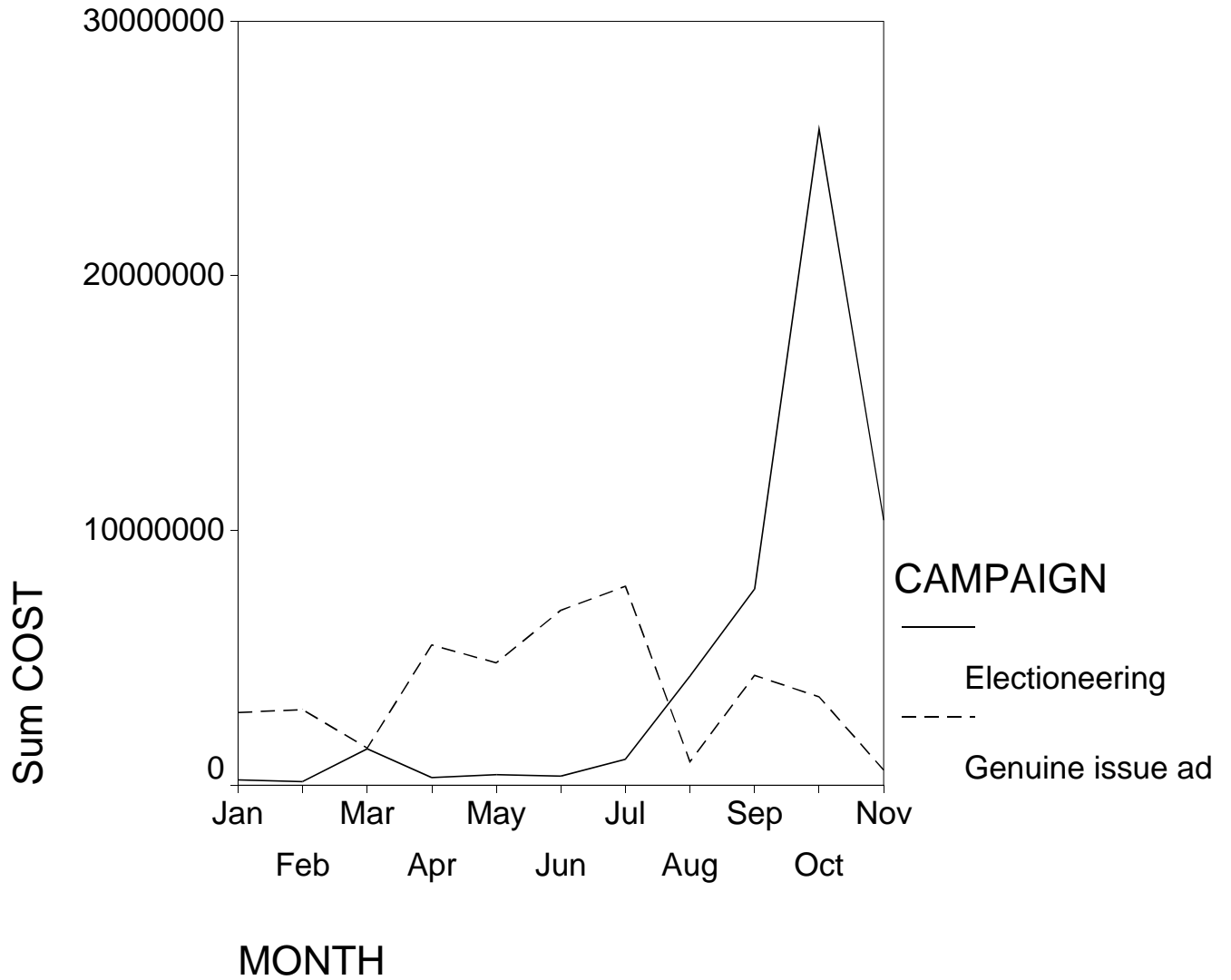


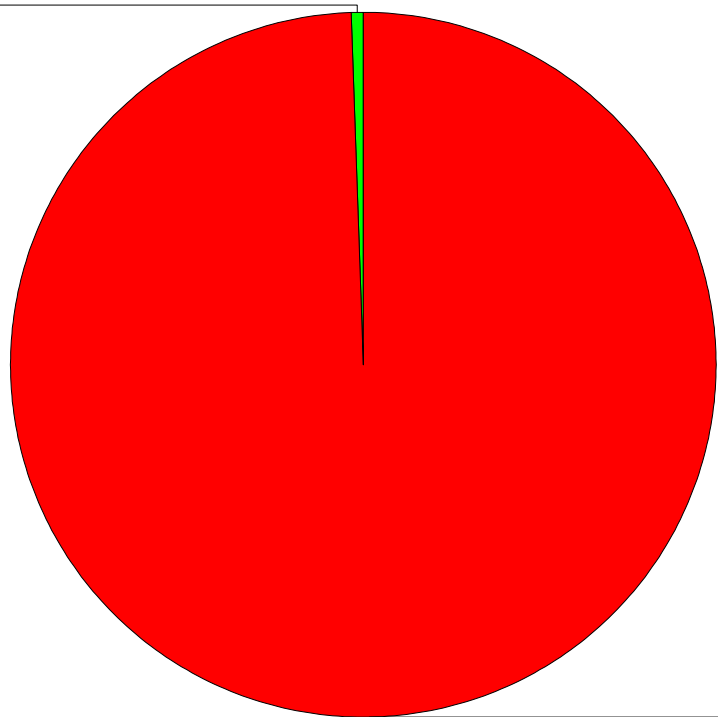
Figure 2.

### Ads by Groups Aired Within 60 Days of the Election that Depict a Candidate

	Generate support		Provide information		Table Total	
	Count	Row %	Count	Row %	.00	
					Count	Row %
Magic words	2376	97.8%	54	2.2%	2430	100.0%
No magic words	55102	99.4%	331	.6%	55433	100.0%
Table Total	57478	99.3%	385	.7%	57863	100.0%

### Genuine Issue Ads Aired Within 60 Days of the Election that Depict a Candidate, and Thus Would Be Caught by the Bright-Line Test, as a Proportion of All Group Ads that Depict a Candidate in the Same Time Period.

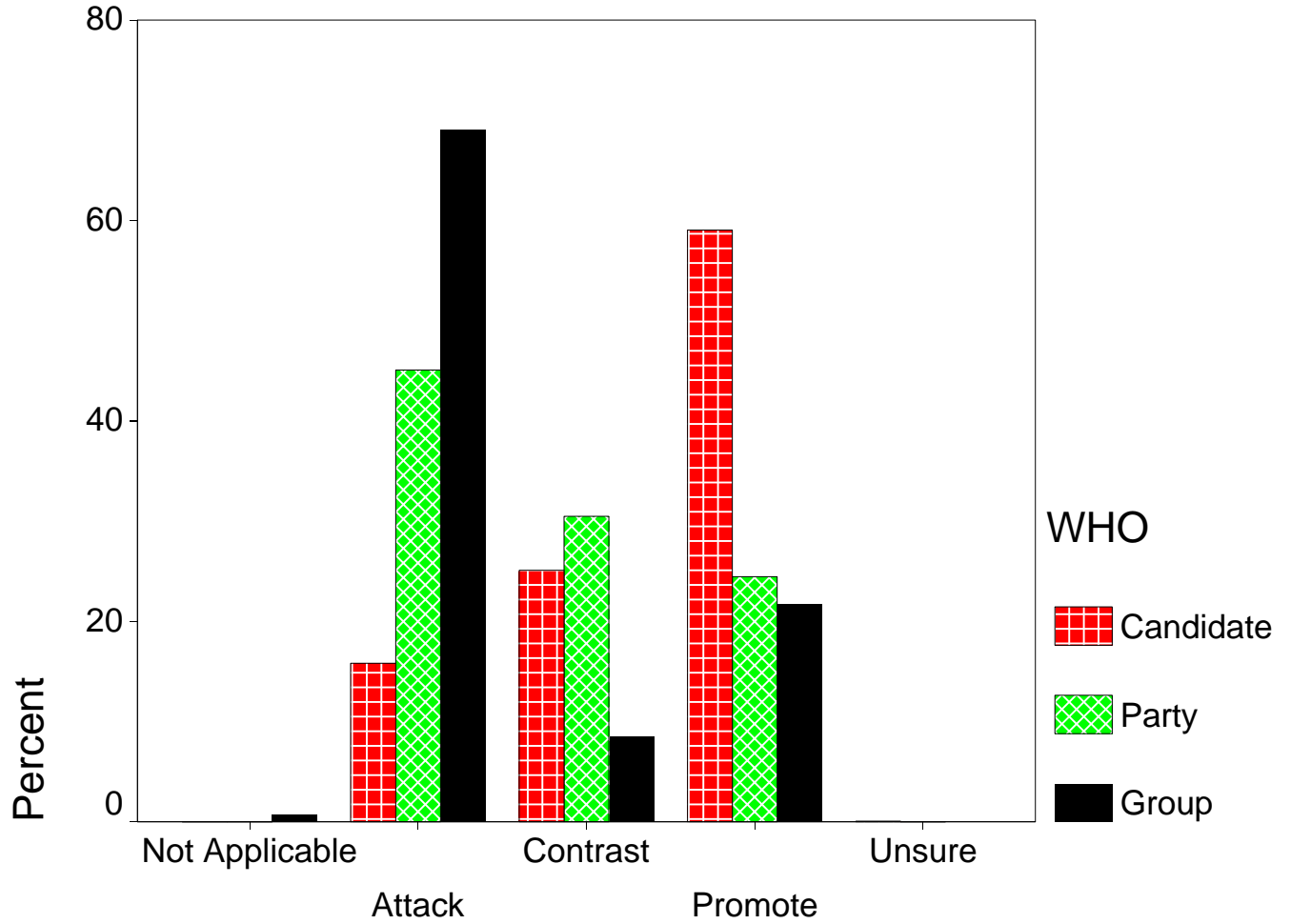
Genuine issue ad



Electioneering

Figure Three.

### Percentage of Electioneering Ads by Candidates, Parties and Groups that Attach, Compare or Promote Candidates



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Figure Four.

### Growth of Negative Tone of Electioneering Issue Ads as Election Day Nears

