



Mindset Media.

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For Immediate Release

WHO WILL INDEPENDENTS VOTE FOR IN NOVEMBER: REPUBLICANS OR DEMOCRATS?

It may depend on their personality type, according to Mindset Media study

NEW YORK, April 23, 2008 – Mindset Media (www.mindset-media.com), which operates an online ad network that enables brand advertisers to reach millions of people with the personality traits that fit their brands, today released a Mindset Profile™ of prospective presidential voters, which the company generated from a recent study conducted using Nielsen's Online panel (www.nielsen-online.com).

Do independent voters' personalities determine how they will vote for president? It does according to Mindset Media. Their survey of several thousand Americans revealed that self-proclaimed independents who planned to vote Democratic in November had a distinctly different Mindset Profile than those who planned to vote Republican. Creative types (Creativity 5's in Mindset Media parlance) who are not currently affiliated with a party, are 60 percent more likely to plan to vote Democratic in the upcoming elections as are those who lack Bravado and are not Dogmatic. Not surprisingly, independents who are very Dogmatic (Dogmatic 5's) are 150 percent more likely to vote Republican. But perhaps concerning to Obama's camp is that independents who are very Optimistic (Optimistic 5's) are 36 percent more likely to vote Republican.

Mindset Media defines Creativity 5's as those who are inventive and imaginative. They consider what could be and are less confined by the realities of here and now. They are both emotionally sensitive and intellectually curious. People on the poles of the

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Dogmatism, Dogmatism 1's and 5's, are socially liberal and traditional, respectively. Optimism 5's see the glass as half-full.

“In the race for the White House, candidates that take the personality traits of swing voters into consideration are likely to have an edge over those who do not,” said Sarah Welch, COO and co-founder of Mindset Media. “Candidates can use our network to reach large audiences of people with the Mindsets that make them more receptive to their party platform and campaign messages.”

About Mindset Media

Mindset Media is the internet ad network for brands. Using its proprietary psychographic standard, Mindset Media enables brand advertisers to target millions of people with the personality traits that fit their brands in online media buys. The company works in partnership with Nielsen Online to develop consumer profiles that help brand marketers specify their psychographic targets. For more information, visit www.mindset-media.com.

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