

Reactor Methodology

The *Reactor* was used to measure the respondents' second by second reactions to each 'political highlights' clip on a continuous scale of 0 to 100. Respondents responded via the Roy Morgan Reactor website and via Scoop NZ (<http://www.scoop.co.nz/NZElectionReactor/>).

- Reactions to the question 'How positive or negative do you feel about what you are seeing and hearing?' were recorded 4 times per second



- **Sample:** General Population, 18+ (n=340)
- **Analysis Breaks:**
 - **Gender** – Male (n=227); Female (n=113)
 - **Age** – 18-34 (n = 74); 35-49 (n = 91); 50+ (n = 175)
 - **Voting Intention** – National (n=97); Labour (n=101); Greens (n=41); Other Parties (n=101)

How did New Zealanders react to Election-Related News Clips – Week ending July 11, 2014

John Key (New Zealand Prime Minister)

John Key talks about potential coalition partners that may join National in Govt.



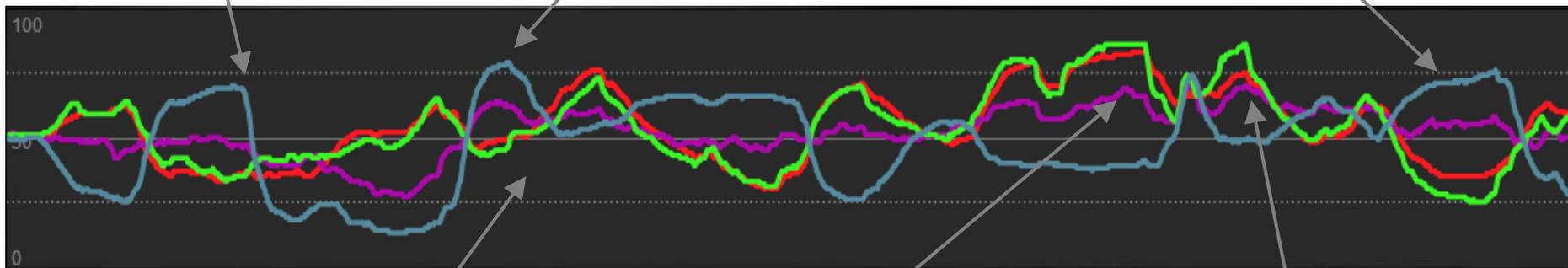
John Key (New Zealand Prime Minister)

John Key defends men as mostly 'loving fathers, brothers or uncles'.



John Key (New Zealand Prime Minister)

John Key talks about improving NZ's transport infrastructure – including roads



Voting intention: **National** **Labor** **Greens** **Other Parties**



Former Labour Leader David Shearer

Shearer comments on the scandal involving the Malaysian diplomat and its resolution



Labour List MP Jacinda Ardern

Ardern questions the Government's education policies, which she clearly considers inadequate



Gareth Hughes (Greens)

Hughes condemns the practice of whaling which he finds 'abhorrent'

Roy Morgan Research has tested New Zealanders' responses to political related news clips from last week earlier this week with the *Reactor* – an online device that continually measures respondents' *reactions*.



Over 300 New Zealanders recorded their *reactions* to these highlights. Reactor responses showed that New Zealanders respond more favourably to positive comments on policy. **Click on the graph above to view the interactive report.**