

Article No. 1191
Available on Website: www.roymorgan.com
On October 7, 2010
[Roy Morgan Online Store](#)



Americans' reactions to Mid-Term Election Ads - October 7, 2010

The vicious attack on Christine O'Donnell by the Democratic Senatorial Campaign Committee didn't hit the spot with anybody according to a special Morgan Poll conducted in the last 48 hours using the Reactor – Roy Morgan's online real time reaction device based on a sample of 560 people across the United States of America.

Of the eight commercials tested with the Roy Morgan *Reactor*, six achieved an overall positive response (*reactions* well above the midpoint).

Republican Marco Rubio gains traction with everyone with the concept that nothing will change if we keep electing politicians who 'just don't get it' and the idea that 'America is the greatest country in the world but it didn't get that way by accident and it won't stay that way automatically.'

Similarly, Republican Sharron Angle's 'Right here right now' rated especially well among Republicans, preaching: 'We have a fearful society, right now. What they're afraid of is that what we are going to be passing down to our children is not liberty and freedom but debt and deficit. That is why you and I have the opportunity right now to change the direction of our country. Government is not the solution to the problem, government is the problem. We, the people, are the solution.'

Democrat Joe Sestak's record as a decorated veteran who's prepared to 'stand up to the bosses in both parties' not surprisingly generated positive *reactions* from everybody, as did Republican Paul Ryan's positive 'Roadmap for America's Future'.

Two commercials divided the electorate. Democrat Alan Grayson's apocalyptic imagery set to epic music to support his argument that Republicans are liars rated well among Democrats and (predictably) poorly among Republicans. Conversely, Democrat Stephanie Herseth Sandlin's pride in her own record in standing up for South Dakota against her own Party had Republican voters *reacting* positively, while Democrats just didn't buy it.

Michele Levine CEO Roy Morgan Research says:

"Typically people react negatively to negative or critical communications – and this was seen most clearly in the vicious personal attacks on Christine O'Donnell. Maybe the commercial is sufficiently negative to stir up some sympathy votes for O'Donnell!"

"The Red line (Republican supporters) and the Blue line (Democrat supporters) show the extent to which the electorate is polarised by the various messages and deliveries."

In general Democrat supporters (the Blue line) react positively to Democrat messages and Republican supporters (Red line) react positively to Republican messages. Republican, Democrat and Independent supporters alike responded negatively to the Christine O'Donnell attacks. On the other hand all responded positively to Paul Ryan's Roadmap for America's Future.

"Roy Morgan Research will be monitoring the Americans' reactions to a range of political ads during the run-up to the Mid-Term Elections."

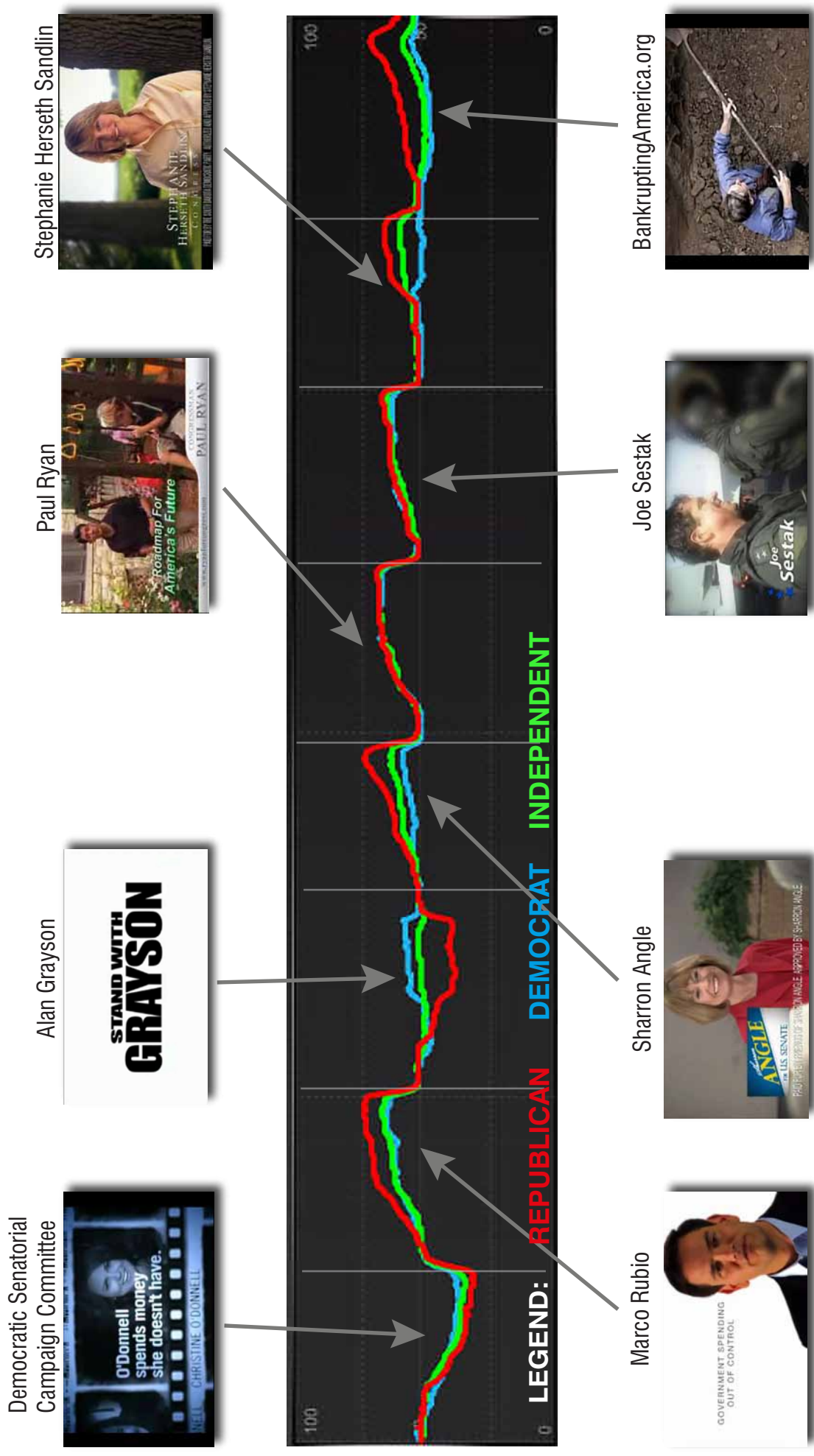
[View a graphic overview of the results here.](#)

[View a 5 minute video of the Reactor results here.](#)

For further information:

Gary Morgan: Office +61 3 9224 5213 Mobile +61 411 129 094
Michele Levine: Office +61 3 9224 5215 Mobile +61 411 129 093

How positively or negatively do Americans feel about these mid-term election ads?



Over the last few days, Roy Morgan Research tested a selection of ads with *The Reactor* - an online device that continuously measures respondents' reactions.

The reactions of the 560 respondents confirm that, typically, Americans tend to react negatively to messages that are entirely negative.

Article No. 1235
Available on Website: www.roymorgan.com
On October 12, 2010
[Roy Morgan Online Store](#)



Americans' reactions to Mid-Term Election Ads - October 12, 2010

The reactions of over 500 respondents confirm that, typically, Americans tend to react negatively to messages that are entirely negative.

The most negative ad this week – Barbara Boxer's attack on Carly Fiorina – 'shipping jobs overseas' gave no positive alternative, and the reaction was all negative.

On the other hand, both Meg Whitman and Jerry Brown, with their overall positive messages, appealed to their own supporters – Meg Whitman to Republicans, and Jerry Brown to Democrats.

Perhaps most interesting were Sharron Angle and Ron Johnson. Both painted a negative picture followed by a positive way forward.

Sharron Angle, with the 'comforting soothing voice of understanding' as she described the plight of many of her fellow Americans, then promised to 'put them back to work' which received a positive reaction.

Ron Johnson, gained a positive reaction which built support as he pointed out the problem of a Senate full of politicians and lawyers and offered himself as the accountant and manufacturer who could create jobs.

Michele Levine, CEO of Roy Morgan Research says, "We have learned from years of advertising testing (over 30,000 ads tested in the US using our Natural Exposure Methodology) that the ads that persuade most reliably are those that identify a problem and provide a solution."

"The problem identification alone may create anger, fear or hatred, but a solution is needed in order for a message to persuade."

In Association with Maslansky Luntz & Partners, Roy Morgan Research will continue monitoring Americans' reactions to a range of political ads during the run-up to the Mid Term Elections.

[View a graphic overview of the results here.](#)

[View a 5 minute video of the Reactor results here.](#)

For further information:

Gary Morgan: Office +61 3 9224 5213 Mobile +61 411 129 094
Michele Levine: Office +61 3 9224 5215 Mobile +61 411 129 093



How positively or negatively do Americans feel about these mid-term election ads?



Meg Whitman



Carly Fiorina



Sharron Angle



Ron Johnson



Harry Reid



Jerry Brown



Barbara Boxer



Russ Feingold



Over the last few days, Roy Morgan Research tested a selection of ads with *The Reactor* - an online device that continuously measures respondents' reactions.

The reactions of over 500 respondents confirm that, typically, Americans tend to react negatively to messages that are entirely negative.

Roy Morgan
— Research —

Roy Morgan — Research —

Roy Morgan Research Ltd.
A.B.N. 91 007 092 944 – Quality System Certified to AS/NZS ISO 9001

Article No. 1193

Available on Website: www.roymorgan.com

On October 20, 2010

[Roy Morgan Online Store](#)



Americans' reactions to Mid-Term Election Ads - October 20, 2010

Christine O'Donnell's 'I'm You' is winning the hearts and minds of Americans according to a special Morgan Poll conducted in the last 48 hours using *The Reactor* – Roy Morgan's online real time reaction device based on a sample of 532 people across the United States of America.

In two ads countering the vicious attacks on her with the line 'I'm you' Christine O'Donnell gained a generally favourable response. In particular, the 'I didn't go to Yale' ad gained highest overall reaction, out of 8 ads tested this week, even gaining a degree of support from Democrats.

The eight ads tested this week showed the US electorate fairly polarised on party lines with Republican supporters (the Red line) reacting positively to Bobby Bright, Jim Marshall, Chet Edwards and Christine O'Donnell, and Democrat supporters (the Blue line) responding more positively than Republicans to President Barack Obama on Cedrick Richmond, and Bill Clinton on Blanche Lincoln.

The reaction to the Bill Owens ad attacking his opponent Matt Doheny, was predictably negative. As has been noted in previous campaign and research, typically, electors react negatively to negative or critical communication.

Roy Morgan Research will be monitoring the Americans' reactions to a range of political ads during the run-up to the Mid-Term Elections.

[View a graphic overview of the results here.](#)

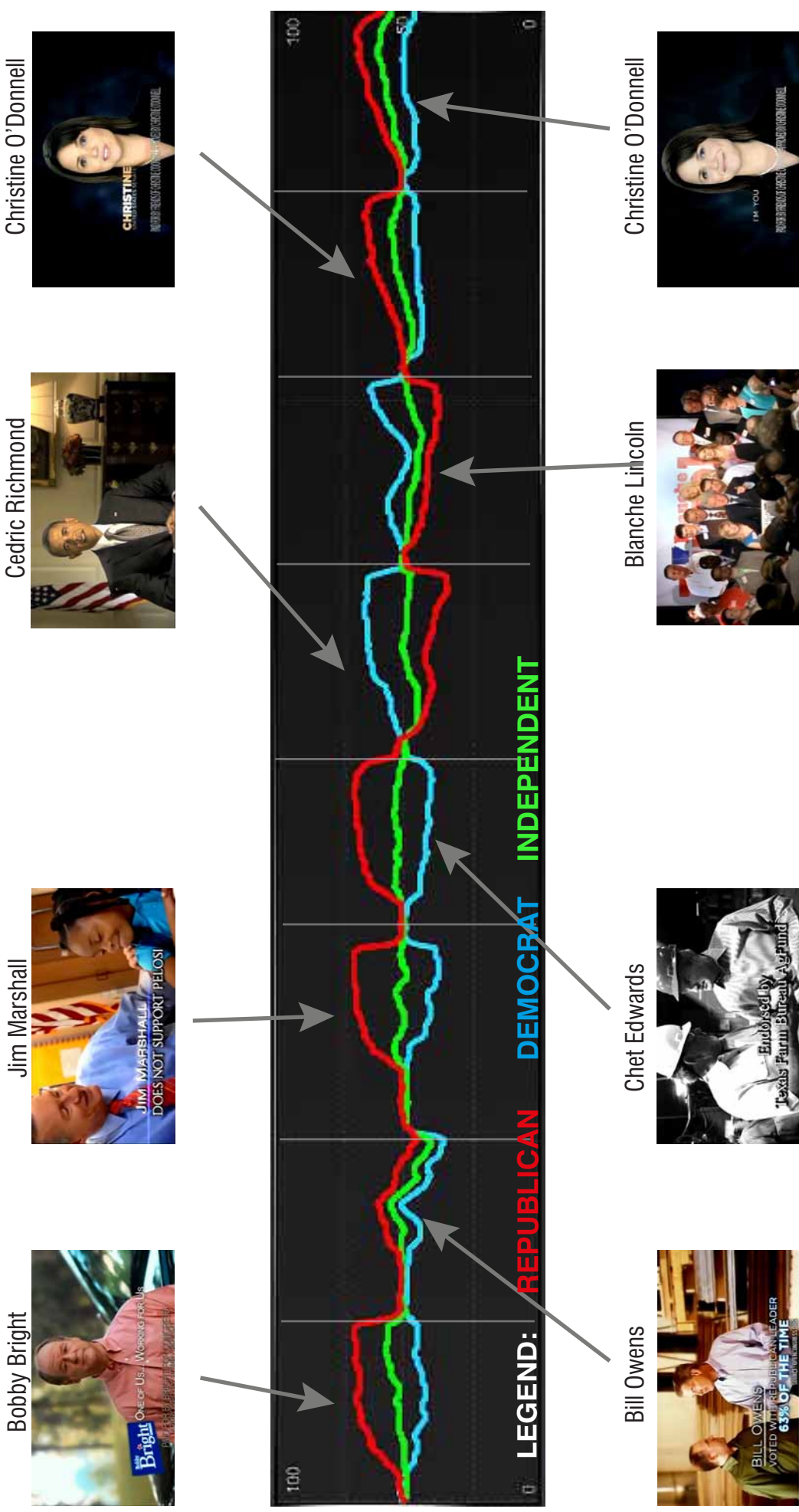
[View a 5 minute video of the Reactor results here.](#)

For further information:

Gary Morgan: Office +61 3 9224 5213 Mobile +61 411 129 094
Michele Levine: Office +61 3 9224 5215 Mobile +61 411 129 093

FOR IMMEDIATE RELEASE

How positively or negatively do Americans feel about these mid-term election ads?



Bobby Bright



Jim Marshall



Cedric Richmond



Christine O'Donnell



Bill Owens



Chet Edwards



Blanche Lincoln



Christine O'Donnell



Over the last few days, Roy Morgan Research tested a selection of ads with *The Reactor* - an online device that continuously measures respondents' reactions.

The reactions of over 500 respondents confirm that, typically, Americans tend to react negatively to messages that are entirely negative.

Article No. 1198
Available on Website: www.roymorgan.com
On October 26, 2010
[Roy Morgan Online Store](#)



Americans' reactions to Mid-Term Election Ads - October 26, 2010

Dan Malloy clearly struck a chord with the American people with his straightforward view of what's needed in Connecticut according to a special Morgan Poll conducted over the last 48 hours using *The Reactor* – Roy Morgan's online real time *reaction* device based on a sample of 528 people across the United States of America.

A very different style of advertising by the 'Citizens Against Government Waste' depicting America's demise, and bankruptcy to China. Viewers watched the mock lecture without much reaction as the Chinese teacher explained (in Chinese with English subtitles) why all great civilizations ended: the Greeks, the Romans, the British Empire and the United States. As the outcome (a bankrupt America in debt to the Chinese 'so now they work for us') emerged to the laughter of young Chinese students, the *Reactor* slowly dropped. The call to action, "You can change the future, join citizens against Government waste to stop the spending that is bankrupting America" received a strong positive reaction - albeit late - but similar to Dan Malloy's simple message and delivery.

The *reaction* to the two negative ads, 'Defeat Congressman Owen' by Revere America and Jack Conway attacking Rand Paul, was predictably negative. As has been noted in previous political ad research, electors typically *react* negatively to negative or critical communication.

Jack Conway's negative ad attacking Rand Paul received a poor *reaction*. By comparison, as shown by the Roy Morgan *Reactor* last week, Christine O'Donnell's two 'I'm You' ads countering vicious attacks on her achieved extremely positive *reactions*, even among Democrats.

The Rand Paul ad was also interesting in that Rand Paul gained positive *reactions* from all, until he mentioned the Obama healthcare initiative which saw the electorate divide along Party lines.

Roy Morgan Research will continue monitoring Americans' *reactions* to a range of political ads during the run-up to the Mid-Term Elections.

[View a graphic overview of the results here.](#)

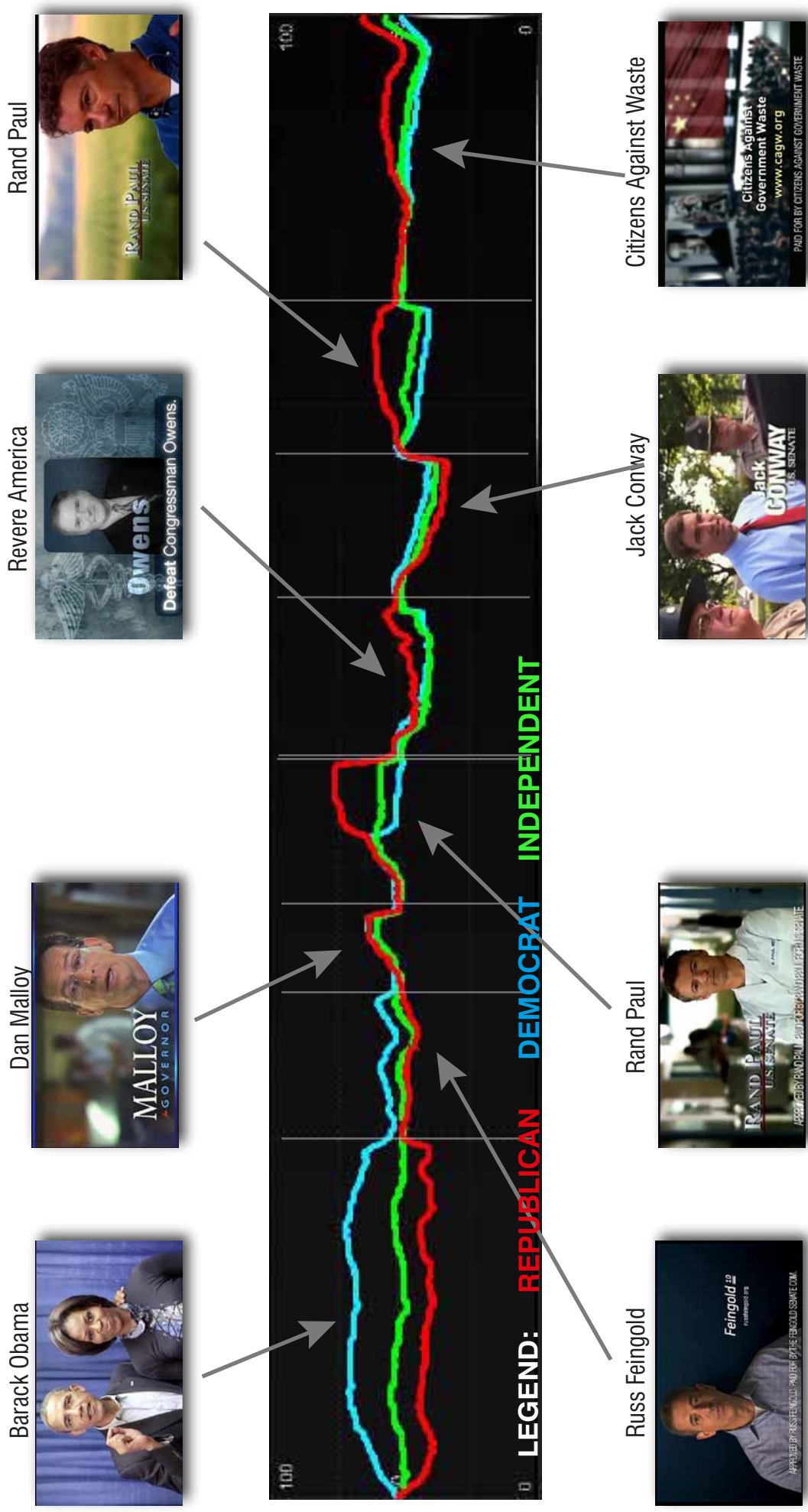
[View a 5 minute video of the *Reactor* results here.](#)

For further information:

Gary Morgan: Office +61 3 9224 5213 Mobile +61 411 129 094
Michele Levine: Office +61 3 9224 5215 Mobile +61 411 129 093



How positively or negatively do Americans feel about these mid-term election ads?



Over the last few days, Roy Morgan Research tested a selection of ads with *The Reactor* - an online device that continuously measures respondents' reactions.

The reactions of over 500 respondents confirm that, typically, Americans tend to *react* negatively to messages that are entirely negative.



Article No. 1202
Available on Website: www.roymorgan.com
On November 1, 2010
[Roy Morgan Online Store](#)



Americans' reactions to Mid-Term Election Ads - November 1, 2010

According to a special Morgan Poll conducted over the last 48 hours using *The Reactor* – Roy Morgan's online real time *reaction* device based on a sample of over 500 people across the United States of America, three fairly traditional ads gained the most positive *reaction* from the American people this week:

- Meg Whitman's call to restore the American dream,
- Jerry Brown's call to remember 30 years ago when anything was possible in California, and
- Chris Coons' ad that started in the O'Donnell Zone (demonising Christine O'Donnell) and presented the alternative Chris Coons history of achievement,

The 'Rebel Headquarters' ad with its back-to-the-future style of advertising, warning of the future if people don't vote and urging people to take five minutes to vote, gained a warm *reaction* from younger people, probably the primary target. However the *reaction* of the US electorate was overall poor and divided strongly along party lines, with Republicans *reacting* very negatively and Democrats just above the neutral line.

Arnold Schwarzenegger and Meg Whitman saying exactly the same lines received a strange neutral response. The ad did not divide along party lines as would have been expected, instead the *Reactor* flat-lined.

The *reaction* to Sharron Angle's two negative ads was predictably negative. As has been noted in previous political ad research, electors typically *react* negatively to negative or critical communication. Joe Miller's negative ad was not saved by the spooky, Halloween influenced delivery. The electorate *reacted* negatively.

Roy Morgan Research has monitored Americans' *reactions* to a range of political ads during the run-up to the Mid-Term Elections. Two themes emerge consistently:

1. Americans do not *react* well to criticism and negativity in advertising. They *react* well to positive messages, either of proof of success or a promise of good things to come.
2. The ads that persuade most reliably are those that identify a problem and then provide a solution.

In the last six ads tested this is best exemplified in the Chris Coons ad – Christine O'Donnell is portrayed as the problem and Chris Coons the solution. It is a simple formula but the *Reactor* response is clear.

[View a graphic overview of the results here.](#)

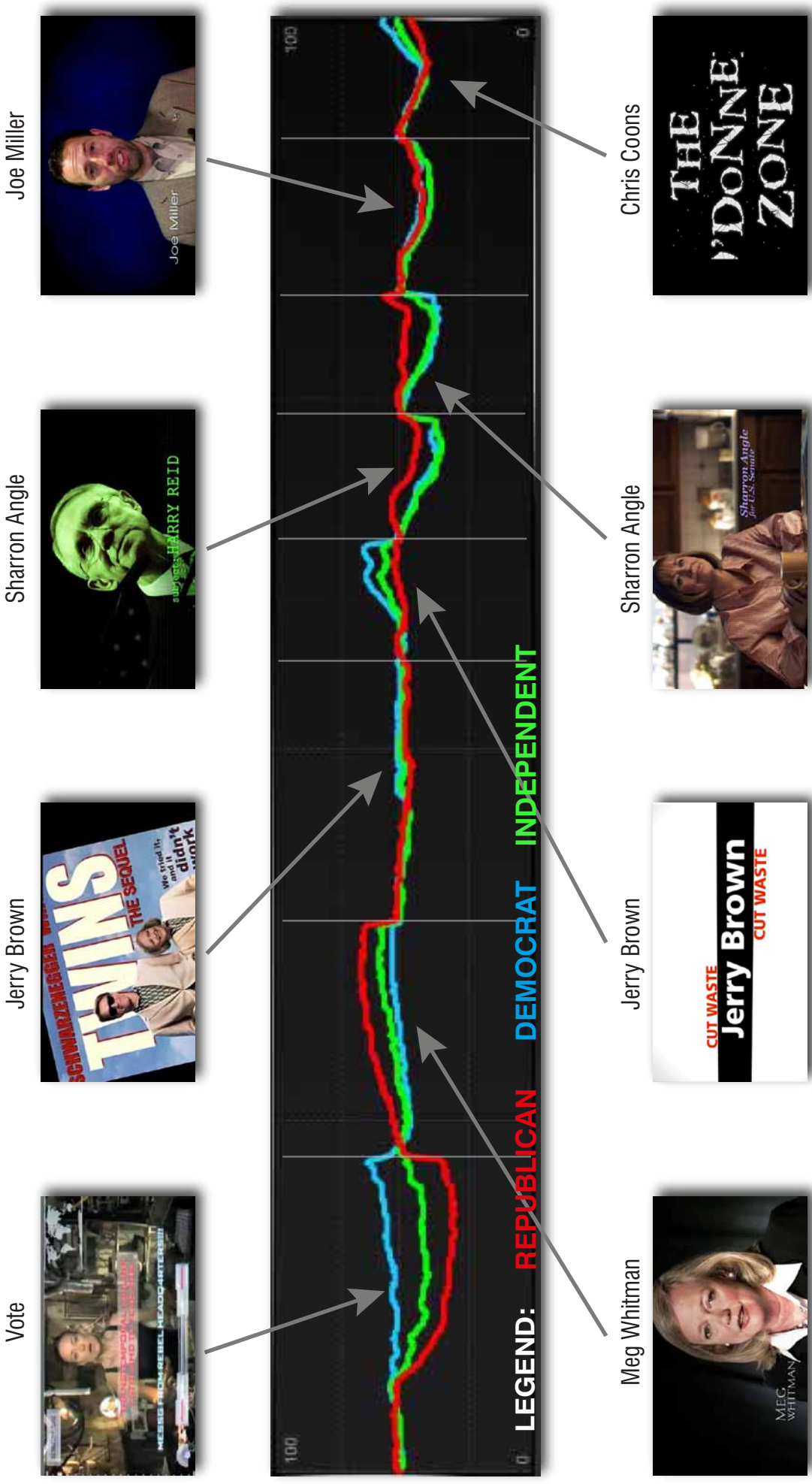
[View a 5 minute video of the *Reactor* results here.](#)

For further information:

Gary Morgan: Office +61 3 9224 5213 Mobile +61 411 129 094
Michele Levine: Office +61 3 9224 5215 Mobile +61 411 129 093



How positively or negatively do Americans feel about these mid-term election ads?



Vote

Jerry Brown

Sharron Angle

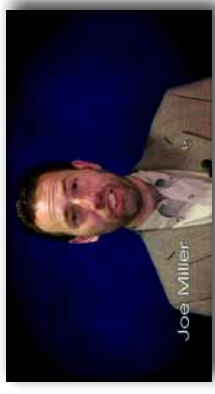
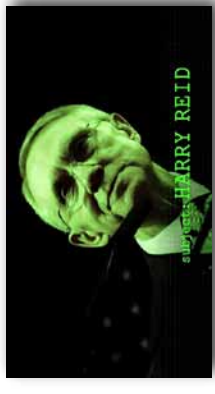
Joe Miller

Meg Whitman

Jerry Brown

Sharron Angle

Chris Coons



Over the last few days, Roy Morgan Research tested a selection of ads with *The Reactor* - an online device that continuously measures respondents' reactions.

The reactions of over 500 respondents confirm that, typically, Americans tend to react negatively to messages that are entirely negative.

