

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.

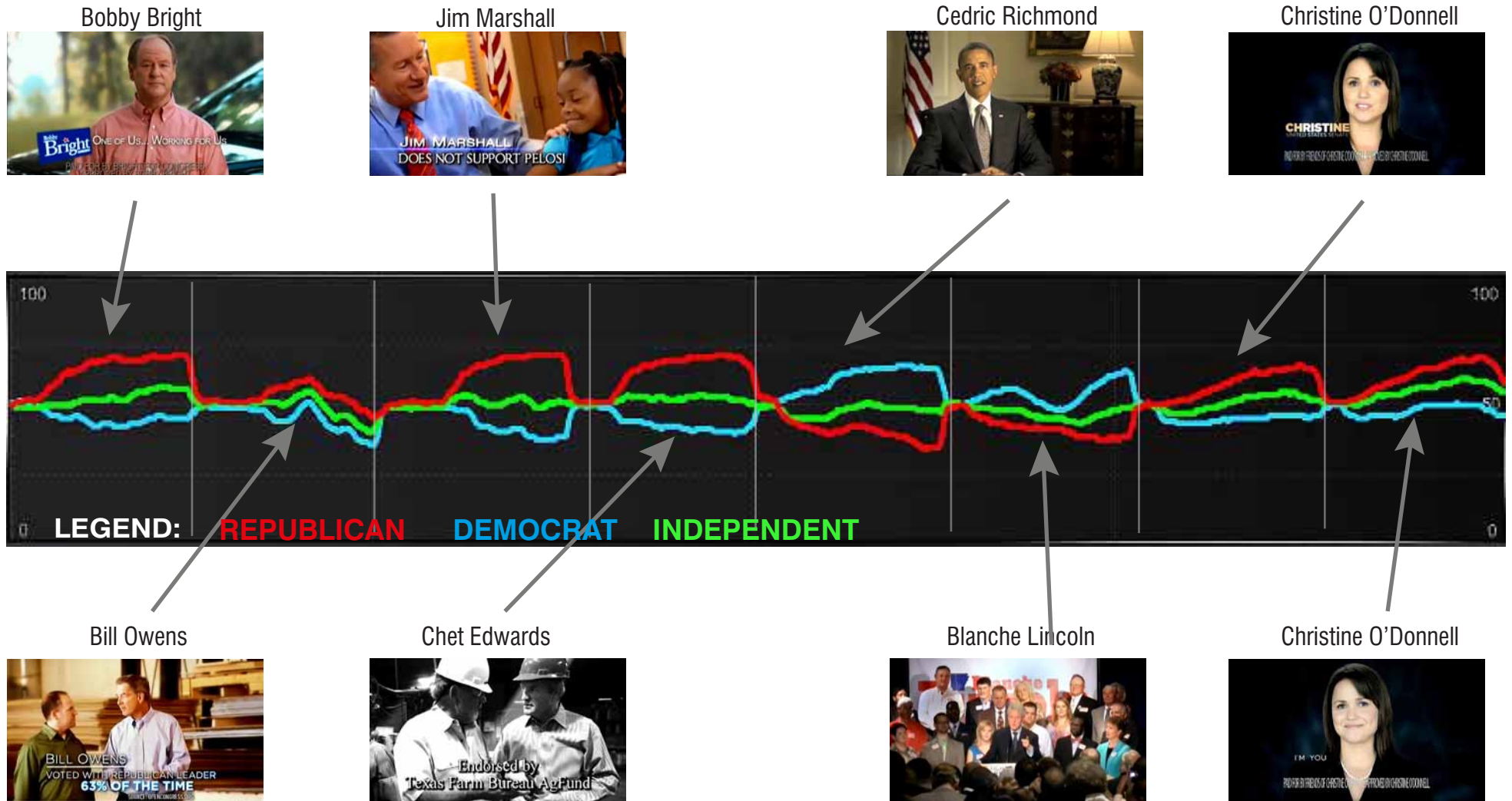
[View a graphic overview of the results here.](#)

[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

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.