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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.

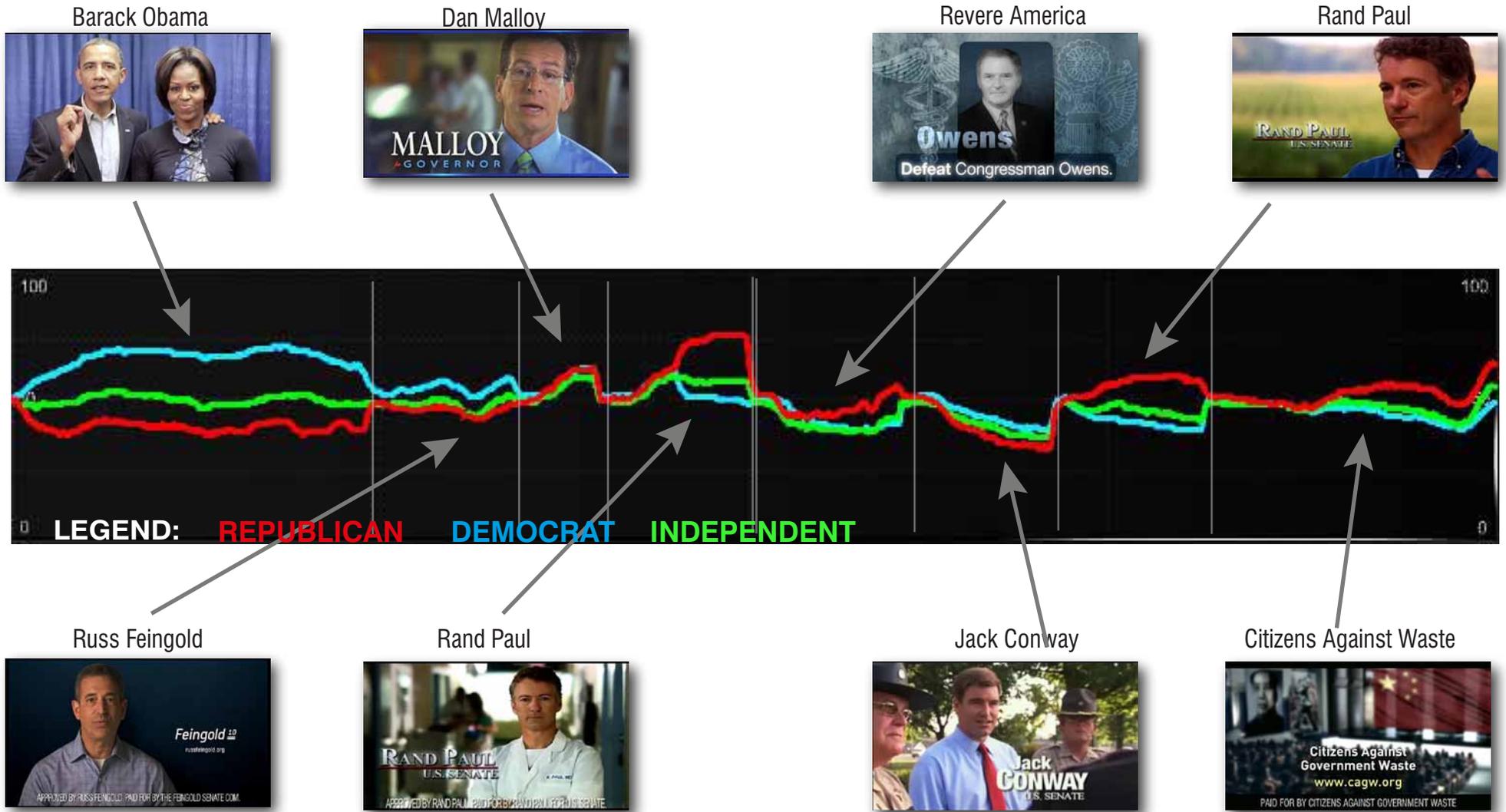
[View a graphic overview of the results here.](#)

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

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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.