

# Roy Morgan

— Research —

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## 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.](#)

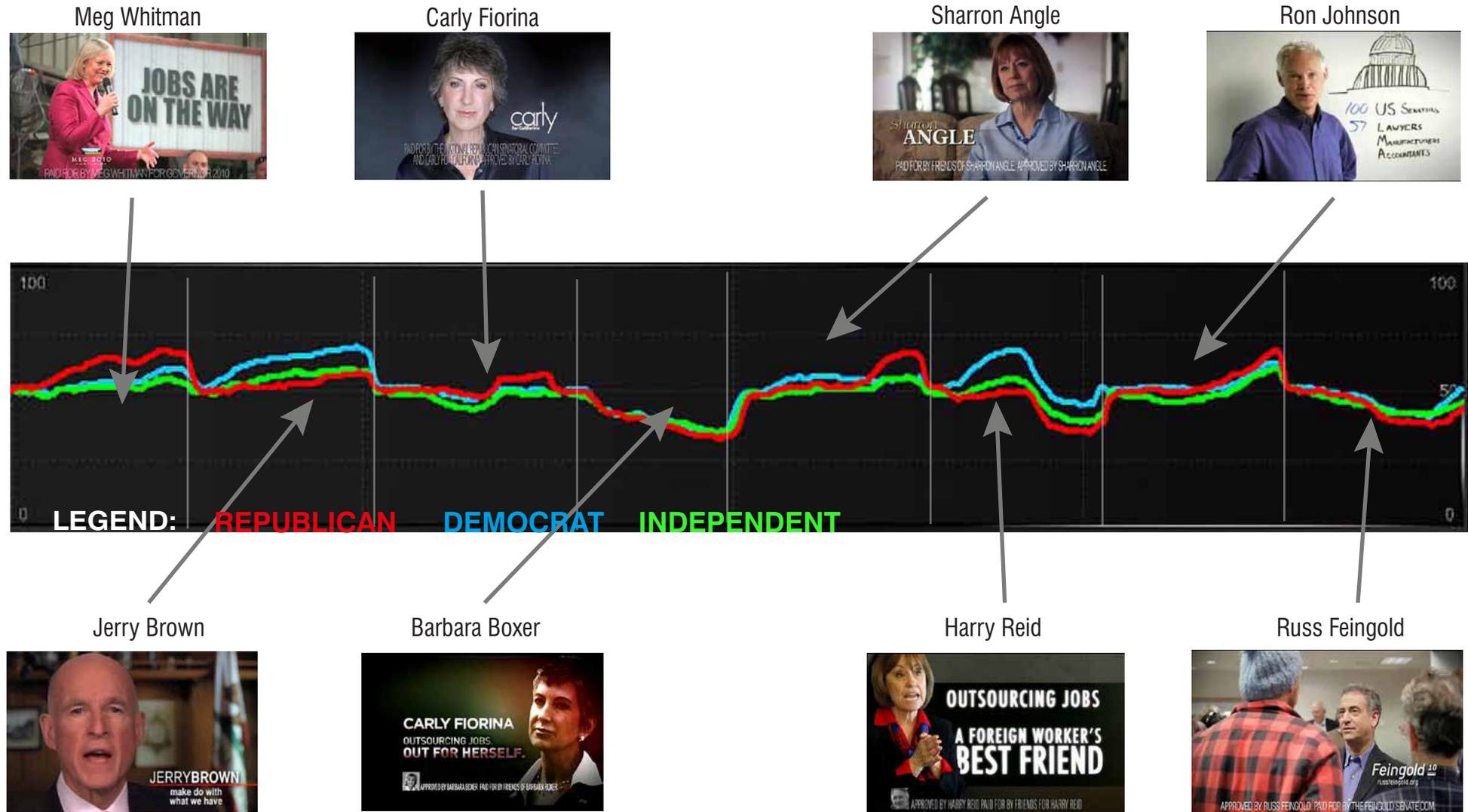
[View a 5 minute video of the Reactor results here.](#)

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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.