



The Reactor – For more details:

www.roymorgan.com/products/the-reactor/the-reactor.cfm

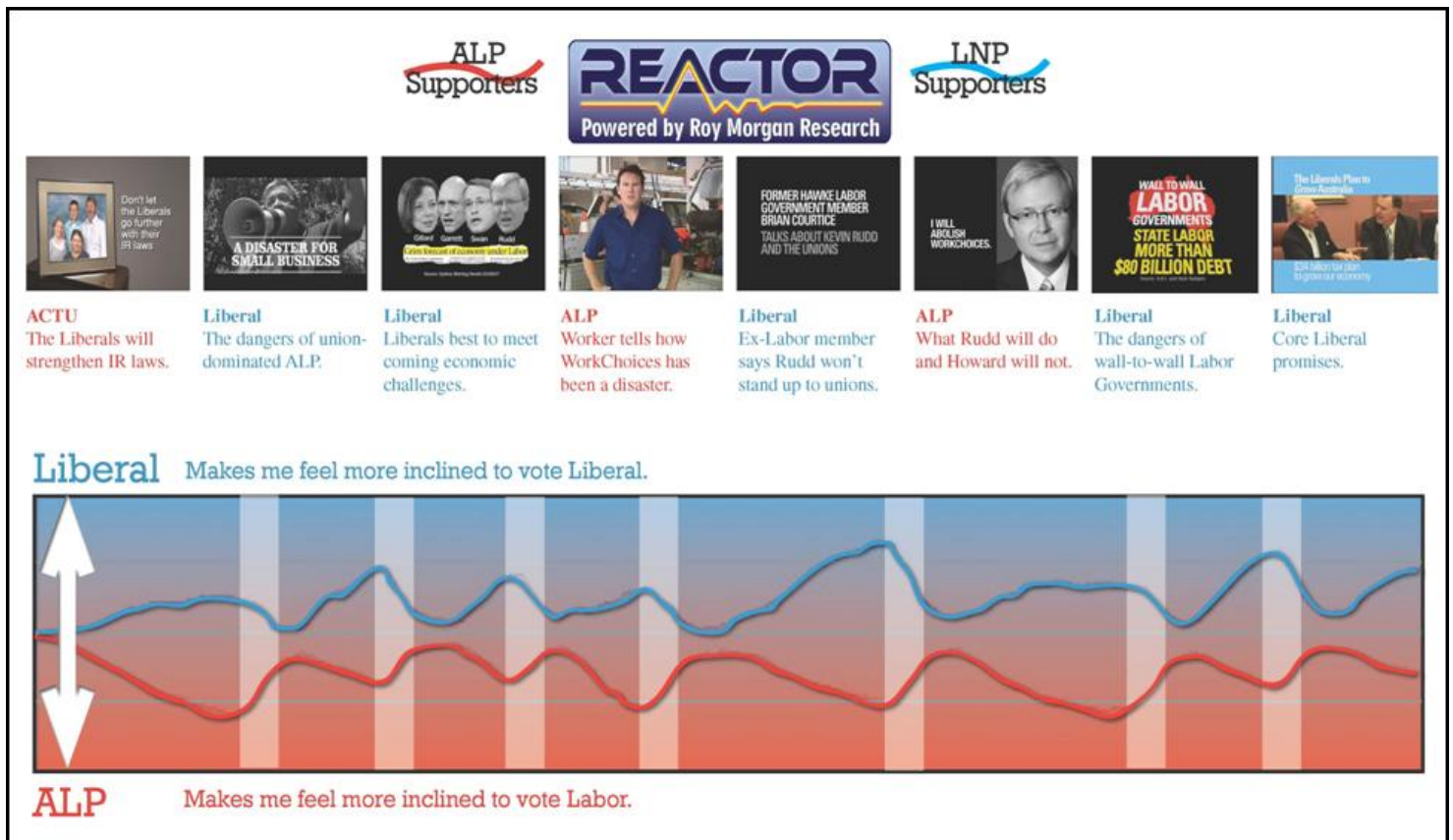
Liberal Ads Appeal Primarily to their Base only, ALP Supporters remain Fairly Unconvinced

As campaign advertising reached a crescendo on Tuesday and Wednesday heading into the enforced electronic political advertising ban, Labor and the Liberals bombarded electors with the full thrust of their advertising budgets. Liberal ads continue to appeal only to those already inclined to vote Liberal - the ads consistently fail to appeal to Labor supporters, according to Roy Morgan's [Reactor](#).

The "Core Liberal promises" ad showed another sharp Liberal supporter swing towards the Liberals, while the ALP voters moved only slightly towards ALP with this ad. ALP supporters were not nearly so convinced. However they responded less negatively to the ads than the typical negative ALP response.

Importantly, nothing moved faster with support for the Liberals than when the Liberal ad raises the prospect of 'wall-to-wall Labor Governments around Australia'. This ad has a sharp turn for Liberal supporters towards the Liberals. ALP supporters move at a slower pace towards the ALP during this Liberal advertisement.

Generally, the Liberal advertising appealed strongly to their own supporters, with clear spikes in Liberal support amongst Liberal supporters during the five Liberal ads. The *reaction* of ALP supporters to these ads was consistent, although at very different levels of *reaction*.



Rudd v Abbott debate on 'Sunday Night' on the Roy Morgan Reactor

The Roy Morgan PolliGraph used last night by Channel 7 on 'Sunday Night' showed Prime Minister Kevin Rudd again performed well with electors, however Opposition Leader Tony Abbott did much better last night than in the Health Debate when answering questions on Rudd's new tax reforms by referring to any tax increases and in particular a 40% 'super profit' tax on mining companies.

Politicians can learn a lot from close analysis of the 'second-by-second' Roy Morgan PolliGraph shown on Channel 7 - Sunday Night. The studio audience was a balanced sample of Sydney electors, approximately half ALP and half L-NP, who had previously been interviewed by Roy Morgan Research as part of a statistically representative sample.....[Full Article](#)

Australian REACTOR Election Results

[L-NP Ads Fail to Convert ALP Supporters](#)

Overall the electorate has been more 'persuaded' by ALP advertising than L-NP advertising — according to Roy Morgan's *Reactor*.

On Wednesday evening and Thursday (November 14/15), electors all over Australia reacted to current political advertising. An Australia-wide sample of 544 electors (229 L-NP supporters and 315 ALP supporters) was selected by Roy Morgan Research using a stratified random probability sampling methodology designed to provide a representative sample of the Australian electorate.

[Full article](#)

[Roy Morgan Reactor: Interest Rates](#)

In the wake of the latest 0.25% interest rate rise by the Reserve Bank, the Roy Morgan *Reactor* gauges the electorate's response to the various spin politicians are putting on the issue. [Full article](#)

[Treasurer's Debate - Costello vs Swan](#)

Overall the electorate gave a warmer response to Shadow Treasurer Wayne Swan, than Treasurer Peter Costello, but the real message is the electorate is more interested in what the 'economy' can deliver in the future (education, health, etc) than the mechanisms by which the economy is managed, or the history of economic management, according to Roy Morgan's *Reactor*. [Full Article](#)

[Garrett fails to convince ALP supporters — 10/10/07](#)

Peter Garrett's interview with Paul Bongiorno on *Meet the Press*, in which he outlines the Labor Party's support of the recently approved Tamar Valley pulp mill, failed to convince ALP supporters (Red line) of the merits of such a decision, according to Roy Morgan's *Reactor* — the online real time reaction device based on an Australia-wide sample of 467 electors. [Full Article](#)

[Electors 'React' positively To Costello — 30/09/07](#)

Australians *reacted* positively to Peter Costello's interview with Laurie Oakes on the *Sunday* program in which he outlined his views on a vision for the country and the need for concrete policies and a plan, according to Roy Morgan's *Reactor*. As Costello quietly articulated the need for a vision for the future of the country that involves dealing with climate change, water, building a first-class education system, keeping the tax burden low and providing work for everyone who wants it, L-NP supporters *reacted* positively and consistently.

The Great Debate - Latest *Reactions*

[Opening Remarks](#)

[Economic Management](#)

[Unions and Teams](#)

[Taxation and Cost of Living](#)

[Climate Change](#)

[Closing Remarks](#)

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:

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.

The ads that persuade most reliably are those that identify a problem and then provide a solution.

[Click here to access the full article.](#)

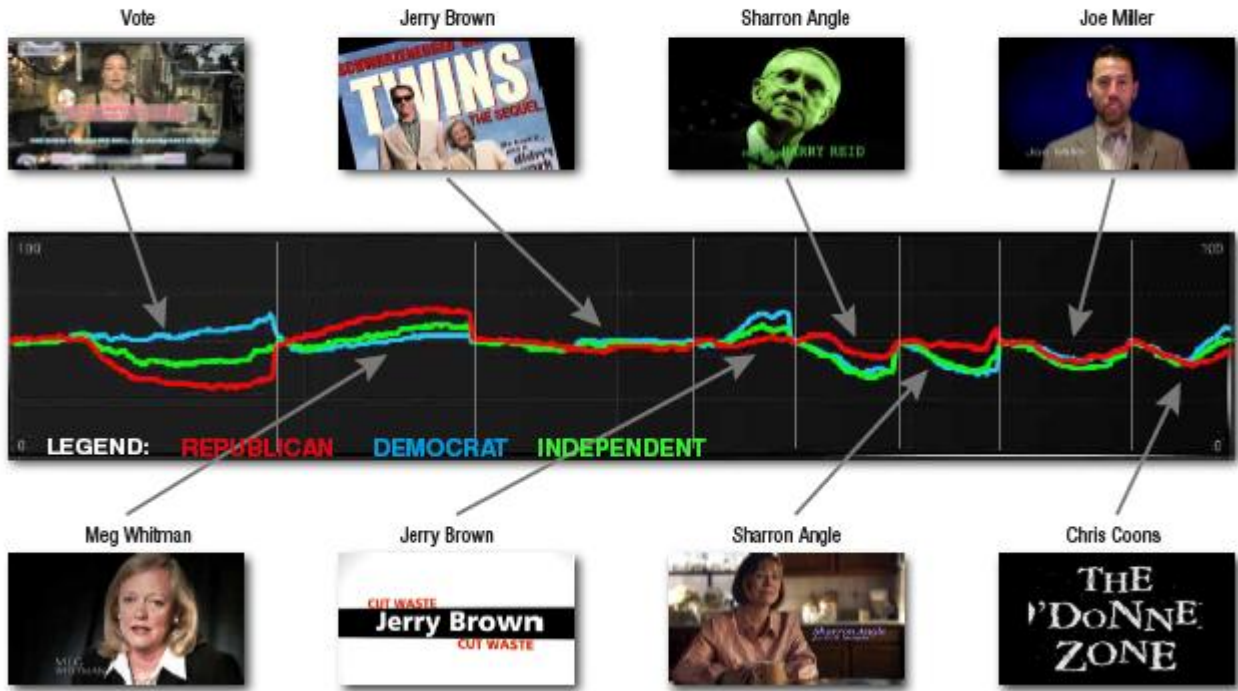
[Click here to access the Roy Morgan Online Store - Reactor Page.](#)

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

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



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



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.

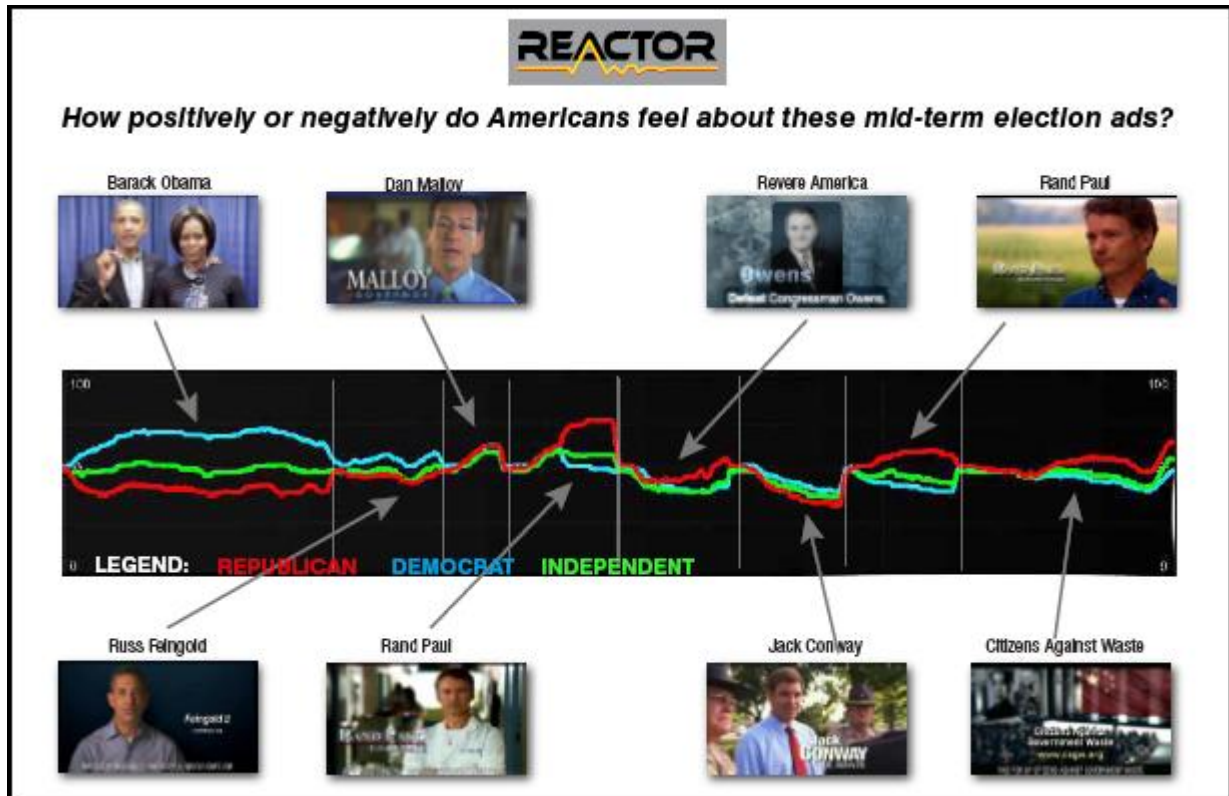
The *reaction* to the two negative ads, 'Defeat Congressman Owen' by Revere America and Jack Conway attacking Rand Paul, was predictably negative. As has been noted in previous political ad research, electors typically *react* negatively to negative or critical communication.

[Click here to access the full article.](#)

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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.

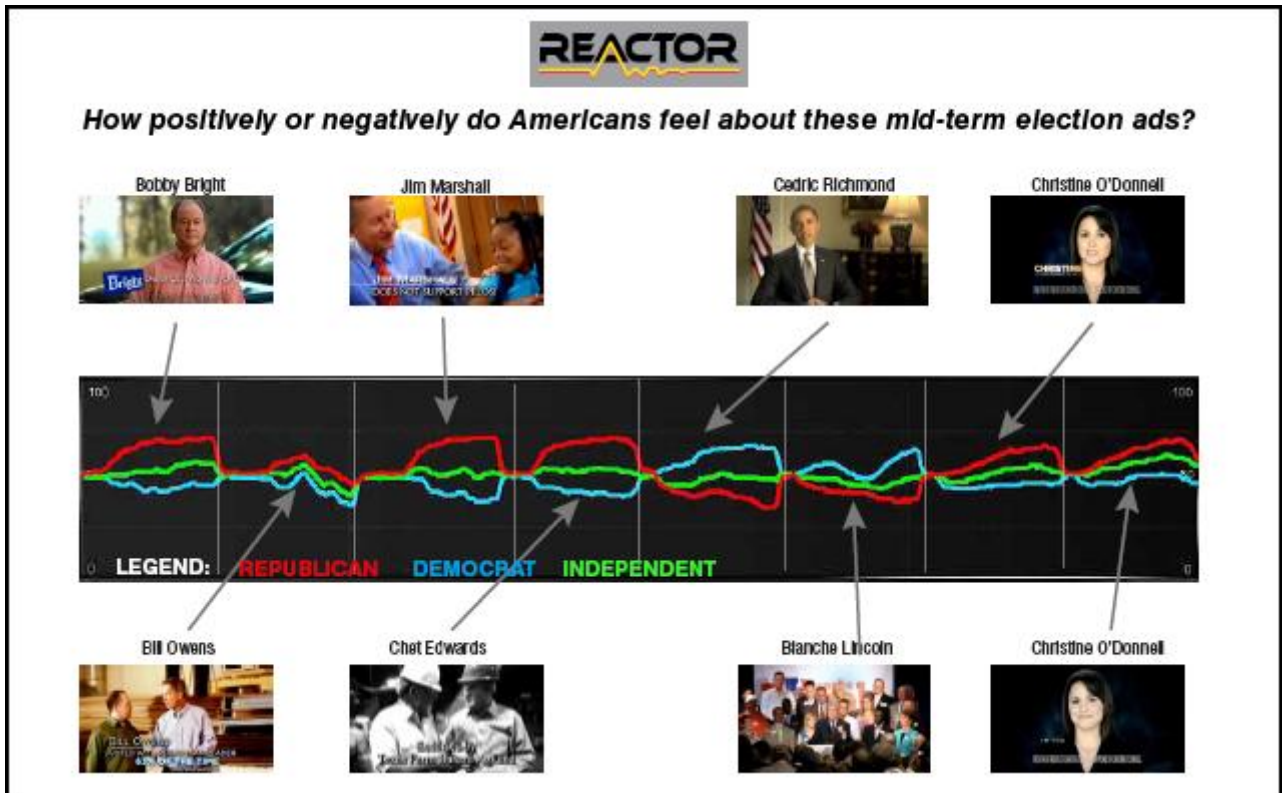
The eight ads tested this week showed the US electorate fairly polarised on party lines with Republican supporters (the Red line) reacting positively to Bobby Bright, Jim Marshall, Chet Edwards and Christine O'Donnell, and Democrat supporters (the Blue line) responding more positively than Republicans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

[Click here to access the full article.](#)

[Click here to access the Roy Morgan Online Store - Reactor Page.](#)

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

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



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.'

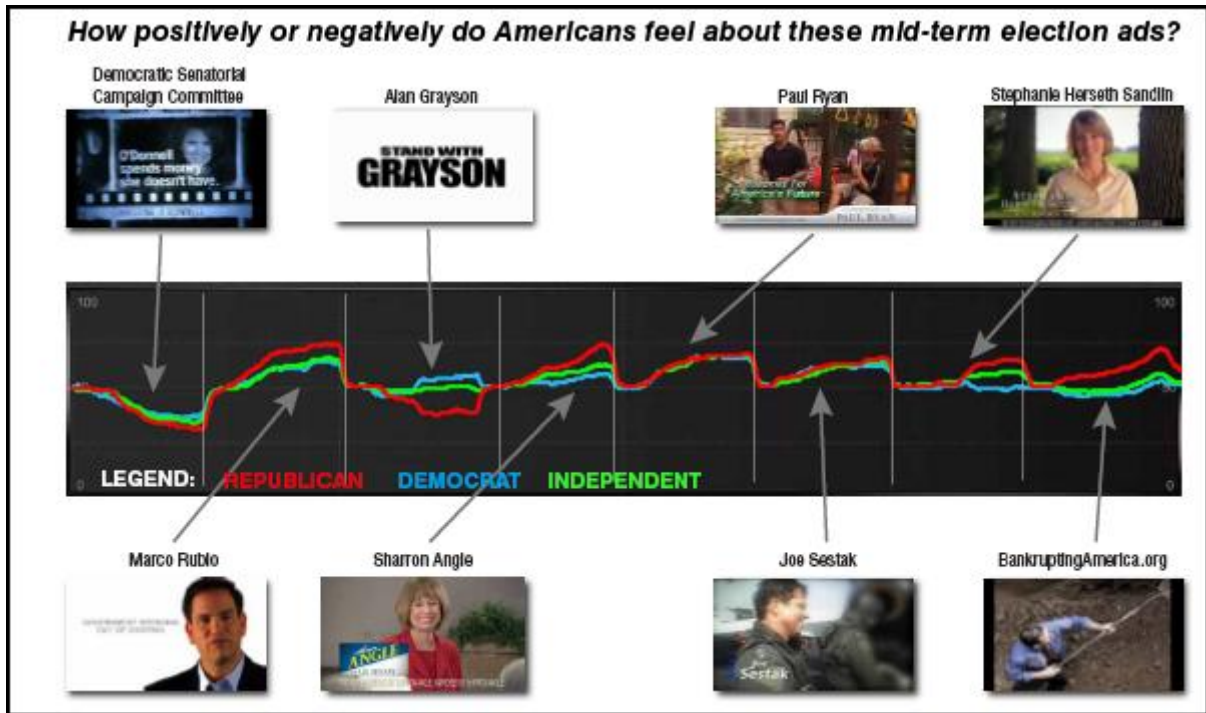
Similarly, Republican Sharron Angle's 'Right here right now' rated especially well among Republicans, preaching: 'We have a fearful society, right now. What they're afraid of is that what we are going to be passing down to our children is not liberty and freedom but debt and deficit. This is why you 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.'

[Click here to access the full article.](#)

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McCain vs Obama debate on Roy Morgan Reactor

[Uncommitted Voters back McCain to make Wall Street accountable but are turned off by his views on Iraq](#)

Republican Presidential nominee John McCain was most effective when pledging to hold people accountable for those who have caused the US Financial Crisis that is threatening Global economic stability.

In contrast, Democratic Presidential nominee Barack Obama appealed most strongly to the uncommitted voters that will decide the US Presidential Election when promising to restore America's standing in the World and "bringing that war (Iraq) to a close."....[Full Article](#)

Superbowl TV ads on Roy Morgan Reactor

[Budweiser Superbowl TV ad scores best on Roy Morgan Reactor](#)

Since Sunday night (February 3), Roy Morgan International has been testing some of the ads that appeared during the Superbowl, using their Online Reactor. The graph represents average scores of hundreds of respondents who reacted to the commercials, second-by-second, using a slider-bar to continually record likeability scores between 0 and 100.

[Full article](#)

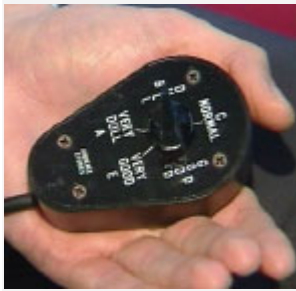
Are you ready to learn what your consumers really think?



Unlike all other concept testing techniques, the Reactor provides the unvarnished opinions of respondents who provide immediate, instinctive feedback on how they feel about your product, concept or medium, element by element, second by second.

Respondents are recruited from Roy Morgan's Single Source, the world's largest consumer research database, to reflect your brand's specific target audience. The Reactor data can be cross-referenced with established benchmarks including media consumption, buying habits and attitudinal profiles.

"Track your target audience's emotional response by the second."



KEY APPLICATIONS FOR THE REACTOR

Concept testing television commercials & animatics, corporate & training videos.
Testing press & magazine layouts and all print communication materials.
Post-test executions for 'wear-in' and 'burn-out'
Uncover the strengths and weaknesses of multimedia campaigns.
Testing program content, presenters and promos for television & radio.
Gauging readers' responses to alternate magazine covers, features, stories and designs.
Discover the 'turn-offs' and 'hot buttons' in speeches and presentations.
Refine product concepts, designs and packaging with quantifiable feedback on every element.
Test legal arguments, opening & closing statements with a 'Reactor jury' before trial.

How The Reactor works.

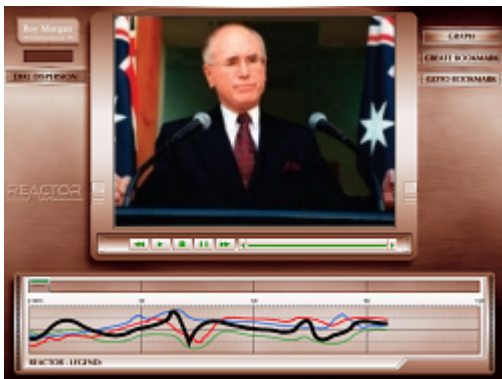
Generally, between 50 and 100 respondents are seated in the Reactor theatrette. Each fills in a questionnaire which validates the recruitment criteria and can include a pre-knowledge questionnaire about your market, your brand and competitors.

Each respondent has their own Reactoring Dial that records their responses (three times per second) and is linked to their demographic profile.

Each session begins with a briefing by the moderator and training via The Reactor Experience, a ten minute video that provides our analysts with The Reactor Benchmark.

The respondents then provide continuous responses to your concepts and source materials.

"No other research technique can give you honest gut reaction like *The Reactor*."



Reactor respondents don't have to tick boxes or select from pre-determined answers on a questionnaire. They aren't influenced by 'group leaders' or others' opinions. And they don't become over-analytical pseudo art directors. Their second-by-second responses are instinctive, almost unconscious.

The Reactor often features on television in Australia and overseas, particularly during election debates, providing voters' responses in real time to candidates' election speeches, word-by-word.

Accurate, insightful answers at your fingertips.

- How engaging and appealing is my concept to my target audience?
- Which elements of my concept capture and hold consumers' interest?
- How do consumer's reactions to my advertising differ from my competitors'?
- How can I analyse the appeal of alternate concepts by demographic segment & lifestyle group?
- What research technique will show me how respondents feel about my concepts and provide immediate results?

Your results are provided on CD-ROM and presented in the easily navigable Reactor Windows Software (see The Reactor Interface above). The program links your source material as video or still pictures with selectable Reactor graphs. [Contact Roy Morgan Research](#) now for a free demonstration CD or a personalised presentation of The Reactor.