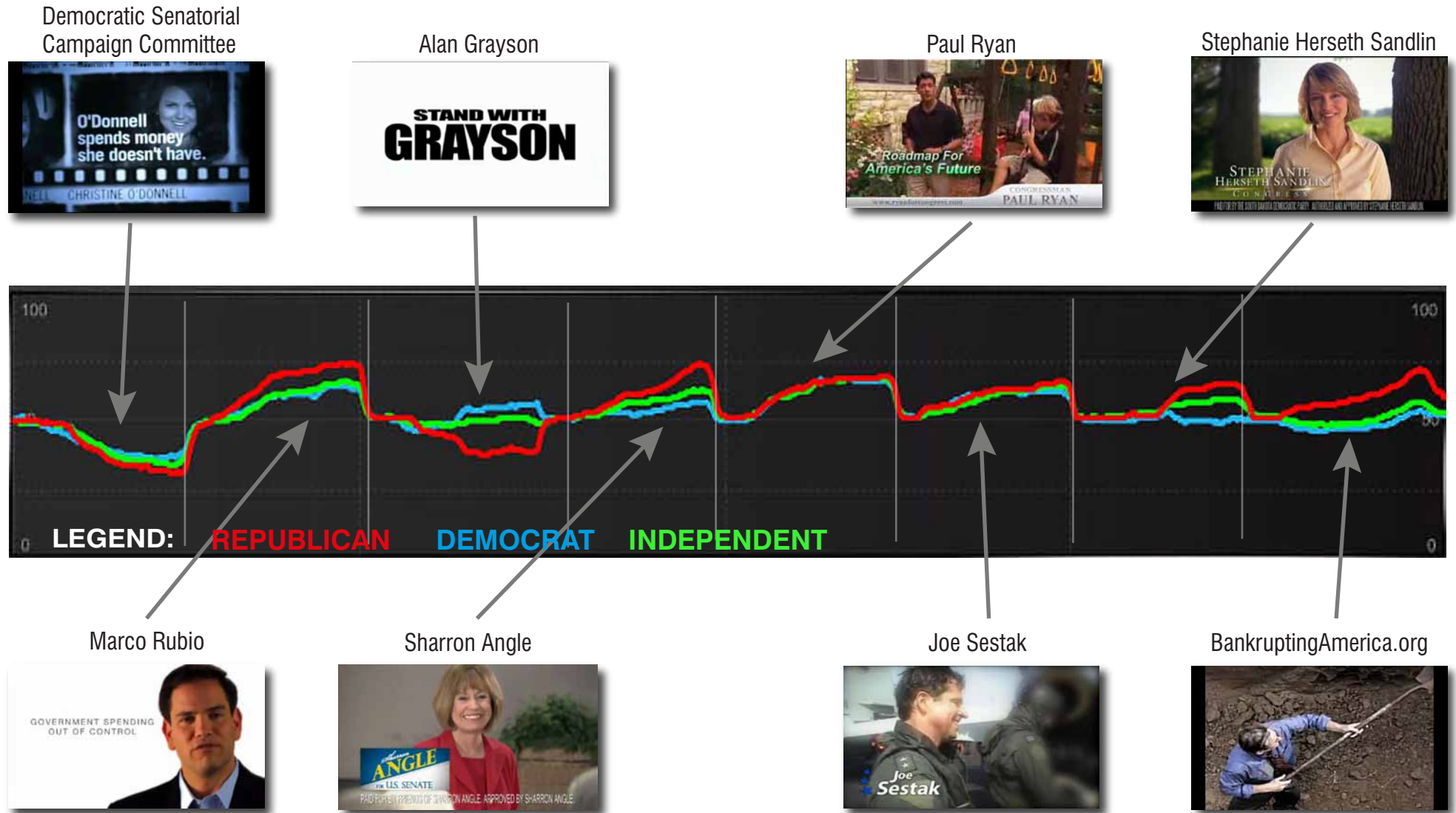


How positively or negatively do Americans feel about these mid-term election ads?



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.