

Prepared for the Missouri Press Association

Post 2010 Election Executive Summary Report

Missouri State-wide
Political Research
Analysis and Recommendations Report
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Missouri Press Association
POLITICAL ADVERTISING ATTITUDES & EVALUATION

A. Political ads most HELPFUL

Note: Open ended responses - list not read

	<u>2010</u>	<u>2006</u>	<u>2002</u>
Candidate brochures	9.3%	8.3%	8.5%
Lawn signs	N/A	0.8%	0.3%
Live speech by candidate	5.5%	5.3%	27.3%
Newspaper ads	21.0%	17.0%	12.0%
Phone call from candidate's campaign	0.8%	0.8%	N/A
Radio ads	3.8%	5.0%	0.5%
Television ads	13.5%	13.3%	9.0%
Web site for candidate or issue	6.0%	5.5%	15.5%
Newspaper insert	4.5%	5.3%	N/A
Social media (Facebook, Twitter, etc.)	1.3%	N/A	N/A
Other	9.7%	8.8%	3.3%
Don't know	22.5%	16.0%	20.8%
None	2.3%	14.3%	N/A

Analysis:

About one fifth of voters "did not know" which category of political advertising was most helpful.

The positive news is the over the last eight years, newspapers have significantly increased their perception as being the Most Helpful political ads; going from 12% in 2002 to 21% in 2010.

Television ads have remained stable at 9% to 13.5%. Candidate brochures and radio ads have also remained consistent over the last four years.

Social media including Facebook and Twiter have an insignificant perception <1.3%> as being a helpful source of political information.

Missouri Press Association
POLITICAL ADVERTISING ATTITUDES & EVALUATION

C. Political ads most OFFENSIVE

Note: Open ended responses - list not read

	<u>2010</u>	<u>2006</u>	<u>2002</u>
Candidate brochures	5.3%	3.5%	1.3%
Lawn signs	0.3%	0.8%	19.3%
Live speech by candidate	3.5%	1.0%	0.8%
Newspaper ads	2.5%	1.0%	1.0%
Phone call from candidate's campaign	6.8%	13.5%	32.0%
Radio ads	1.5%	5.3%	3.8%
Television ads	53.8%	62.3%	30.3%
Web site for candidate or issue	0.5%	0.5%	N/A
Newspaper insert	1.3%	0.3%	N/A
Social media (Facebook, Twitter, etc.)	0.3%	N/A	N/A
Other	7.3%	0.8%	2.3%
Don't know	17.3%	11.3%	9.5%

Analysis and recommendations

Television advertising is viewed by voters as being very offensive. Over half of voters stated that television was most offensive. Only 3% of voters consider newspaper ads to be offensive.

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POLITICAL ADVERTISING ATTITUDES & EVALUATION

B. Political ads most BELIEVABLE

Note: Open ended responses - list not read

	<u>2010</u>	<u>2006</u>	<u>2002</u>
Candidate brochures	6.3%	7.0%	6.5%
Live speech by candidate	5.0%	9.0%	38.0%
Newspaper ads	19.0%	10.3%	10.3%
Phone call from candidate's campaign	0.8%	0.5%	N/A
Radio ads	3.8%	3.3%	0.3%
Television ads	7.0%	7.3%	4.5%
Web site for candidate or issue	6.5%	4.8%	1.5%
Newspaper insert	2.0%	4.3%	N/A
Social media (Facebook, Twitter, etc.)	0.8%	N/A	N/A
Other	10.5%	6.8%	2.8%
Don't know	35.3%	23.8%	27.3%
None	3.3%	23.3%	5.8%

Analysis:

The percentage of voters who could not name a specific media that was "most believable" increased to almost 40% in the four years since the last survey.

Newspaper advertising was the most believable media in post election voter perception going from 10% in 2002 and 2006 to 19% in 2010.

Television, radio and candidate brochures have remained stable over the last four years.

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Pulse Media Scoring Matrix

Methodology:

The results are added for most helpful, most believable and the score for offensiveness is subtracted. A media that gets the highest scores for helpfulness and believability and a lower offensive score would be the most effective for political advertising.

2010 Post-Election Pulse Media Scoring Matrix

Media	Most helpful	Most believable	Most offensive	Total Score
Newspapers	21%	19%	3%	37
Television	14%	7%	54%	-<33>
Radio	4%	4%	2%	6

2006 Post-Election Pulse Media Scoring Matrix

Media	Most helpful	Most believable	Most offensive	Total Score
Newspapers	17%	10%	1%	26
Television	13%	7%	62%	-<42>
Radio	5%	3%	5%	3

2002 General Election Pulse Media Scoring Matrix

Media	Most helpful	Most believable	Most offensive	Total Score
Newspapers	12%	10%	2%	20
Television	9%	5%	66%	-<52>
Radio	1%	0%	3%	-2

Analysis:

It is the best interest of candidates to heed these results. Newspapers are most helpful, most believable and less offensive.

Missouri Press Association
POLITICAL ADVERTISING ATTITUDES & EVALUATION

A. One media for most information about candidates to help you decide how to vote in the November election

Note: Open-ended response - list was not read

	<u>2010</u>	<u>2006</u>	<u>2002</u>
Candidate brochures	4.5%	3.5%	1.3%
Live speech by candidate	3.8%	1.0%	0.8%
Newspaper ads	26.0%	1.0%	1.0%
Phone call from candidate's campaign	0.8%	13.5%	32.0%
Radio ads	5.5%	5.3%	3.8%
Television ads	21.3%	62.3%	30.3%
Web site for candidate or issue	12.8%	0.5%	N/A
Newspaper insert	3.0%	0.3%	N/A
Social media (Facebook, Twitter, etc.)	2.3%	N/A	N/A
Other	12.8%	0.8%	2.3%
Don't know	7%	11.3%	9.5%

Analysis and recommendations

Despite the volume of political advertising on television, radio and the Internet, newspapers ads are the number one overall source for voters when obtaining information to help them decide how to vote.

It is very important to note that newspaper ads have increased significantly over the last eight years, while television and calls from candidates have decreased significantly as the ONE media for most information about a candidate to decide how to vote.

Missouri Press Association
MEDIA POLITICAL ADVERTISING POSITION SUMMARY

A. Newspaper status - helpful, believable, credible

	<u>2010</u>	<u>2006</u>	<u>2002</u>
Newspaper ads most helpful	21%	8.3%	8.5%
Newspaper ads most believable	19.0%	10.3%	10.3%
Newspaper ads most offensive	3%	1.0%	1.0%

Analysis and recommendations

Newspaper ads viewed as most helpful increased by almost a factor of three in the last four years. In addition, the believability of newspaper ads almost doubled in the past 4 years. Newspapers ads continue to be perceived as being non offensive.

B. Television status - helpful, believable, credible

	<u>2010</u>	<u>2006</u>	<u>2002</u>
Television ads most helpful	13.5%	13.3%	9.0%
Television ads most believable	7.0%	7.3%	4.5%
Television ads	53.8%	62.3%	30.3%

Analysis and recommendations

The research documents that television political advertising is perceived by voters as having limited "helpfulness" and "believability" and is viewed strongly as being "offensive".

Missouri Press Association
MEDIA POLITICAL ADVERTISING POSITION SUMMARY

C. Radio status - helpful, believable, credible

	<u>2010</u>	<u>2006</u>	<u>2002</u>
Radio ads most helpful	3.8%	5.0%	0.5%
Radio ads most believable	3.8%	3.3%	0.3%
Radio ads most offensive	1.5%	5.3%	3.8%

Analysis and recommendations

The research documents that radio political advertising is perceived by voters as having limited “helpfulness” and “believability”. It is viewed as the least offensive when compared to newspapers (3%) and television (53.8%).

Missouri Press Association DEMOGRAPHIC ANALYSIS

A. Political party affiliation

Party affiliation	<u>2010</u>	<u>2006</u>	<u>2002</u>
Democrat	27.0%	36.8%	33.5%
Green	0.3%	0.0%	2.3%
Independent	25.8%	11.0%	20.3%
Libertarian	0.8%	0.0%	1.3%
Republican	29.8%	26.8%	38.3%
Tea Party	0.8%	N/A	N/A
Other	2.5%	0.3%	0.5%

B. Respondent demographics

Age	<u>2010</u>	<u>2006</u>	<u>2002</u>
18 to 24	1%	1.5%	5.3%
25 to 29	1%	2.3%	4.5%
30 to 34	1.5%	4.8%	6.3%
35 to 39	3.3%	4.8%	7.2%
40 to 44	8%	7.5%	11.8%
45 to 49	7.5%	7.3%	9.3%
50 to 54	12%	12%	11.5%
55 to 59	15.5%	10.8%	10.3%
60 to 64	16.3%	11.3%	10%
65 to 69	21%	10.8%	8.3%
70 & Over	13%	23.8%	14.8%

Missouri Press Association DEMOGRAPHIC ANALYSIS

C. Respondent income

Income

	<u>2010</u>	<u>2006</u>	<u>2002</u>
Under \$20,000	10.5%	14.7%	14.3%
\$20,000 to \$39,999	20.3%	24.3%	22.1%
\$40,000 to \$59,999	15.8%	23.5%	26%
\$60,000 to \$79,999	15%	12.2%	8.8%
\$80,000 to \$99,999	9%	14.3%	6.8%
\$100,000 to \$124,999	7.3%	6.3%	6.8%
\$125,000 to \$149,999	2.5%	1.7%	1.5%
\$150,000 or more	3%	2.9%	1.75%

Ethnicity

	<u>2010</u>	<u>2006</u>	<u>2002</u>
African-American, Black	5.8%	4.3%	13%
American Indian	.8%	.8%	.5%
Asian, Pacific Islander	.5%	.5%	1%
Caucasian, White	88.3%	91.8%	80%
Hispanic	.5%	.5%	.5%
Middle Eastern	0%	.3%	.3%

Analysis and recommendations

Demographic characteristics of Missouri respondents are consistent with expectations, given that the sample for 2006 and 2010 was a quota sample by county and of registered voters whom voted in the preceding November election only. The 2002 study was a quota sample by county of registered voters only. The survey was NOT a general population research survey.