

# >>> I'M NEGATIVE NANCY AND I APPROVE THIS MESSAGE!

(NANCY): THE WORST PLACES TO LIVE DURING THE 2014 ELECTIONS DUE TO NEGATIVE TV ADS

>>> DATA COLLECTED BY KANTAR MEDIA GROUP DURING THE 2014 ELECTION BASED ON THE 273 MEDIA MARKETS ACROSS THE US FOR SENATE, HOUSE, AND GUBERNATORIAL RACES.



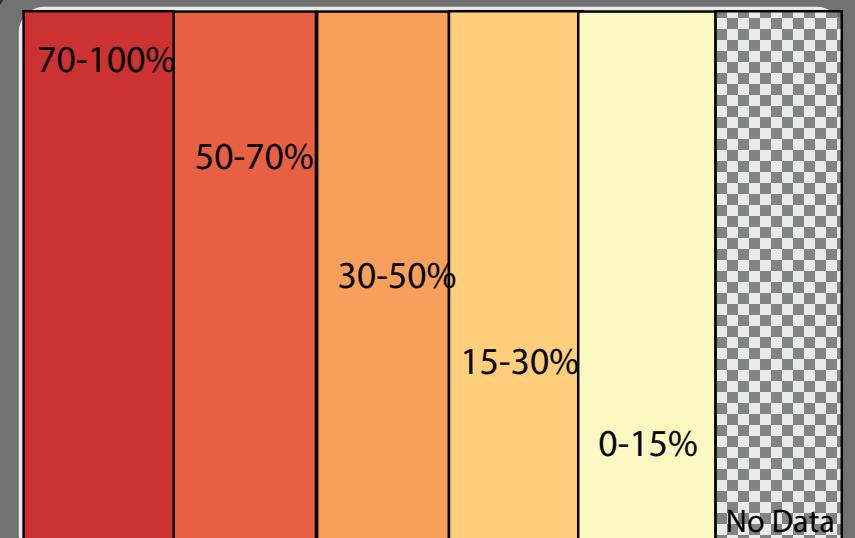
SACRAMENTO, CA

DO HAPPY COWS REALLY COME FROM CALIFORNIA?  
THE SACRAMENTO MEDIA MARKET IS A DISTINCT OUTLIER IN CA COULD BE BECAUSE OF THEIR REFERENDUM ON HEALTH CARE INSURANCE RATE CHANGES IN WHICH THE NEGATIVE SIDE DOMINATED THE VOTE

DENVER, CO

IT'S BECAUSE THEY WERE A MILE HIGH COLORADO WAS PROJECTED TO BE UP FOR GRAB FOR REPUBLICANS BOTH IN THE HOUSE AND THE SENATE. ADVERTISEMENTS TEND TO GET MORE NEGATIVE WHEN THE CHALLENGER HAS A HIGHER MARGIN OF WINNING OVER THE INCUMBENT.

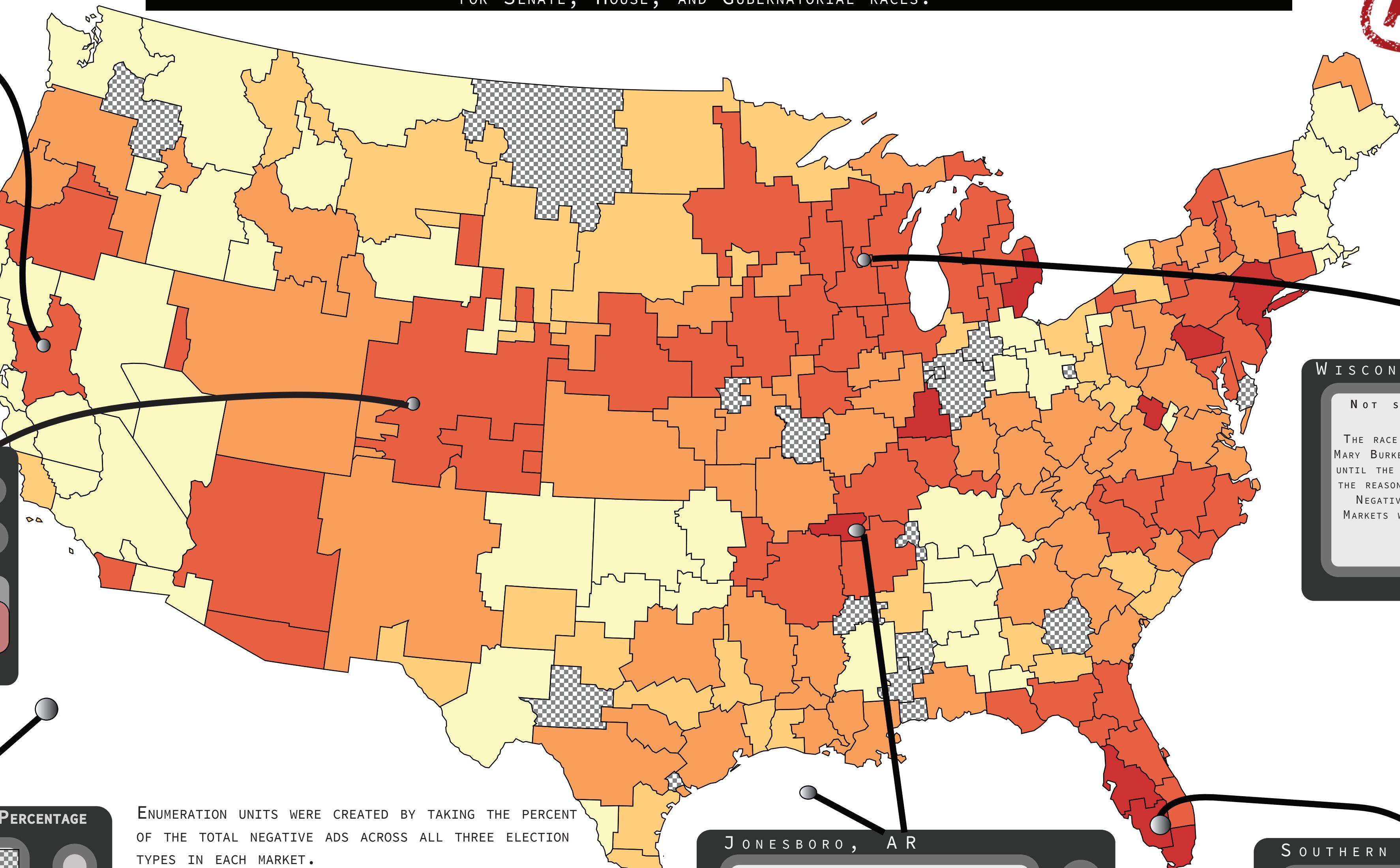
NEGATIVE TV ADS By AGGREGATED PERCENTAGE



ENUMERATION UNITS WERE CREATED BY TAKING THE PERCENT OF THE TOTAL NEGATIVE ADS ACROSS ALL THREE ELECTION TYPES IN EACH MARKET.

MEDIA MARKETSHARES ARE RANKED NUMBER OF HOUSEHOLDS THAT ARE REACHED DURING ANY GIVEN BROADCAST.  
(IE: NEW YORK CITY RANKS #1)

MANY THINGS CAN EXPLAIN NEGATIVITY IN ADS BUT ONE SIGNIFICANT FACTOR IS THE CONTENTION OF RACES DEPICTED IN THE LOWER TV RECTANGLE FOR EACH AMPLIFIED REGION.



JONESBORO, AR

NO MORE SMALL TOWN CHARM...  
IN THE 226TH LARGEST MEDIA MARKET JONESBORO HAD LOW TURNOUT FOR THE ELECTION AND THE REPUBLICAN INCUMBENT WON BY OVER A 10 POINT MARGIN. THE LACK OF ADS AND SMALL TOWN PEOPLE FED UP WITH WASHINGTON MADE UP THIS NEGATIVE NANCY.

WISCONSIN

NOT SO 'MIDWEST NICE?'  
THE RACE BETWEEN SCOTT WALKER AND MARY BURKE WAS A CONTENTIOUS BATTLE UNTIL THE END WHICH COULD HAVE BEEN THE REASON FOR AN AVERAGE OF 60.2% NEGATIVE ADS IN WISCONSIN MEDIA MARKETS WHICH RANK 35 IN MILWAUKEE & 85 IN MADISON

SOUTHERN FLORIDA

HOME TO THE HAPPIEST PLACE ON EARTH?  
THE RACE FOR FLORIDA'S GOVERNOR WAS QUITE COMPETITIVE IN THE SOUTHERN COUNTIES WHERE THE TAMPA, MIAMI, AND FT. MEYERS MEDIA MARKETS ARE. ALTHOUGH THESE THREE MARKETS WERE THE MOST NEGATIVE, ALL OF FLORIDA WAS DEFINITELY NOT THE HAPPIEST PLACE ON EARTH