

Negativity Update: 2010 Features Similar Rates of Negativity, But Dems More Likely to Attack Personally

**Dems and Reps are Similar in Proportion of Negative Ads, but Dem Strategy Likely Driven
by Desire to Draw Attention Away from the Policy Environment**

**Table 1: Type of Negative Attacks by Party
(All Sponsors)**

Year		Personal Attributes	Policy	Personal and Policy
2008	Dem %	11.92%	53.89%	31.68%
	GOP %	16.82%	60.23%	22.57%
2010*	Dem %	21.22%	46.93%	30.10%
	GOP %	10.55%	68.99%	20.24%

* Based on Wesleyan Media Project analysis of nearly 700,000 airings of senatorial and congressional ad data from Kantar Media/CMAG.

**Table 2: Type of Negative Attacks by Party
(Candidate Ads Only)**

Year		Personal Attributes	Policy	Personal and Policy
2008	Dem %	21.31%	43.08%	31.21%
	GOP %	22.76%	50.26%	24.65%
2010*	Dem %	29.48%	35.11%	32.67%
	GOP %	20.10%	56.74%	22.66%

* Based on Wesleyan Media Project analysis of nearly 700,000 airings of senatorial and congressional ad data from Kantar Media/CMAG.