

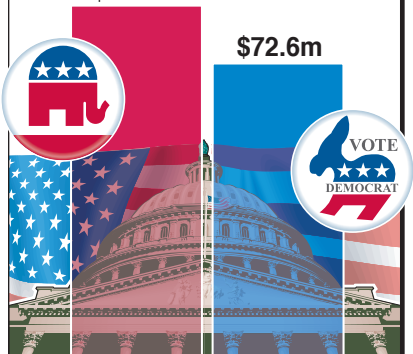
Negative campaign

Fighting mid-term Congressional elections, politicians have exposed American voters to some \$160m in ads attacking rival candidates compared with just \$17m painting a positive image – less than \$1 of nice for every \$10 of nasty

Negative advertising spending (2006)

\$87.5m

\$72.6m



REPUBLICAN

DEMOCRAT

In 2004, the parties spent \$1 of nice for every \$0.83 of nasty advertising

Source: Federal
Election Commission

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