

How are voters reacting to the NSW State Election ads?

1. Liberal 'O'Farrell'



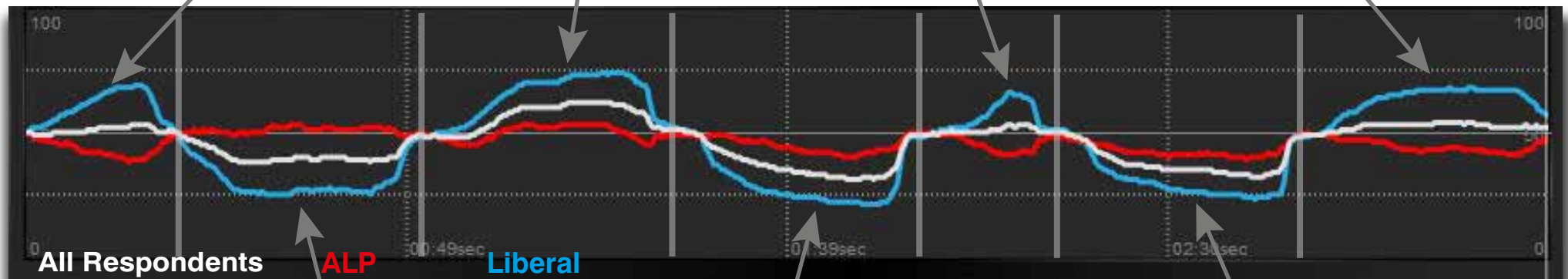
3. Liberal 'Jobs Action'



5. Liberal 'Mud Throwing'



7. Liberal 'Song & Dance'



2. ALP 'Kenneally'



4. ALP 'Jobs Offshore'



6. ALP 'Max The Axe'



Roy Morgan Research has tested the current ALP and Liberal ads with *The Reactor* - an online device that continuously measures respondents' *reactions*. Hundreds of NSW Voters have recorded their *reactions* with the

Online *Reactor* slider-bar. The Roy Morgan *Reactor* has tested thousands of ads over the last 20 years. For details of proven, insightful *Reactor* ad testing (with next-day results) email Reactor@roymorgan.com.