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Brumby's attack on Baillieu's real estate windfall 'bombs' with voters

A special Roy Morgan ad test over the last 24 hours shows the Labor 'Baillieu Knight Frank' ad, where the ALP criticises Opposition Leader Ted Baillieu for selling Victoria's schools and the Preston hospital, 'bombed' with both Labor and L-NP voters and Greens and Others – according to *The Reactor*, Roy Morgan's online real time *reaction* device with a sample of about 200 voters across Victoria.

Voters also had strong **negative reactions** to the other Labor ads which attacked Ted Baillieu. The Labor 'Baillieu promises' ad also resulted in all voters *reacting* negatively. The Labor 'Meerkat' ad had a slight positive reaction from Labor voters, but strong negative reactions from other voters.

Most other ads in the series tested last night showed the typical pattern of appealing to their own supporter base and a receiving a negative *reaction* from others. For example:

- The L-NP ad 'Strong team' which states that the L-NP will "reduce waste and pollution" and make sure that "jail should mean jail" received a positive *reaction* from predominately L-NP voters.
- The Labor ad 'Strong economy' in which John Brumby spoke of Labor's achievements received a positive response from Labor voters.
- The Greens ad which began well with a message that said we need "to get smarter about looking after water" and a "world class public transport system" achieved the most positive initial *reaction* from all voters, but then divided along party lines.

Michele Levine says:

"It seems, universally, that politicians are so intent on discrediting their opponents that they are prepared to keep doing so, despite a wealth of evidence that suggests it's not the best way to win votes.

"Roy Morgan Research has monitored reactions to a range of political ads recently, including the recent Australian federal election, the American mid-term elections and these Victorian election ads.

Two themes emerge consistently:

- 1. Voters do not react well to criticism and negativity in advertising. They react well to positive messages that focus on the future and a plan to implement it.*
- 2. The ads that persuade most reliably are those that identify a problem and then provide a solution."*

[View a graphic overview of the results here.](#)

[View a 5 minute video of the Reactor results here.](#)

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How positively or negatively do Victorians feel about these State Election ads?

The Greens



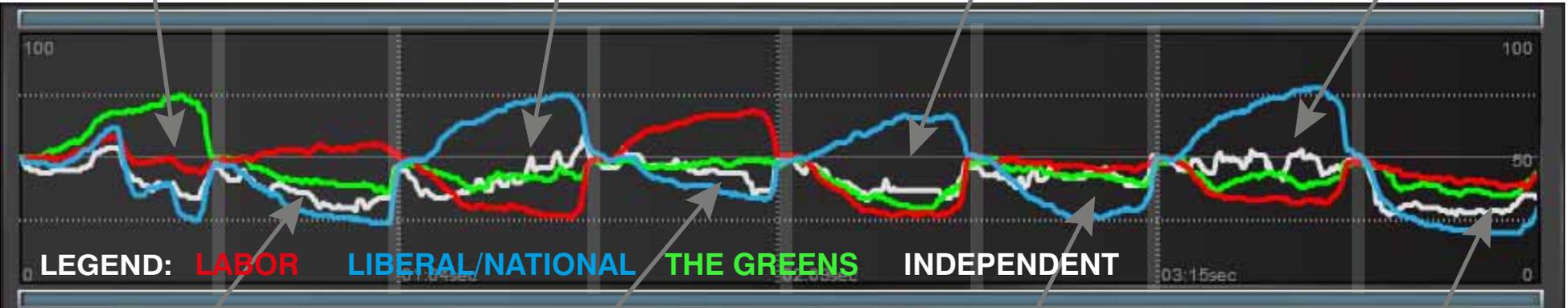
Lib/Nat 'Take a good hard look'



Lib/Nat 'Are we there yet?'



Lib/Nat 'Strong team'



Labor 'Meerkat'



Labor 'Strong economy'



Labor 'Baillieu promises'



Labor 'Baillieu Knight Frank'



Over the last 24 hours, Roy Morgan Research tested a selection of ads with *The Reactor* - an online device that continuously measures respondents' reactions.



The *reactions* of over 200 respondents confirm that, typically, voters tend to *react* negatively to messages that are entirely negative.