

Roy Morgan — Research —

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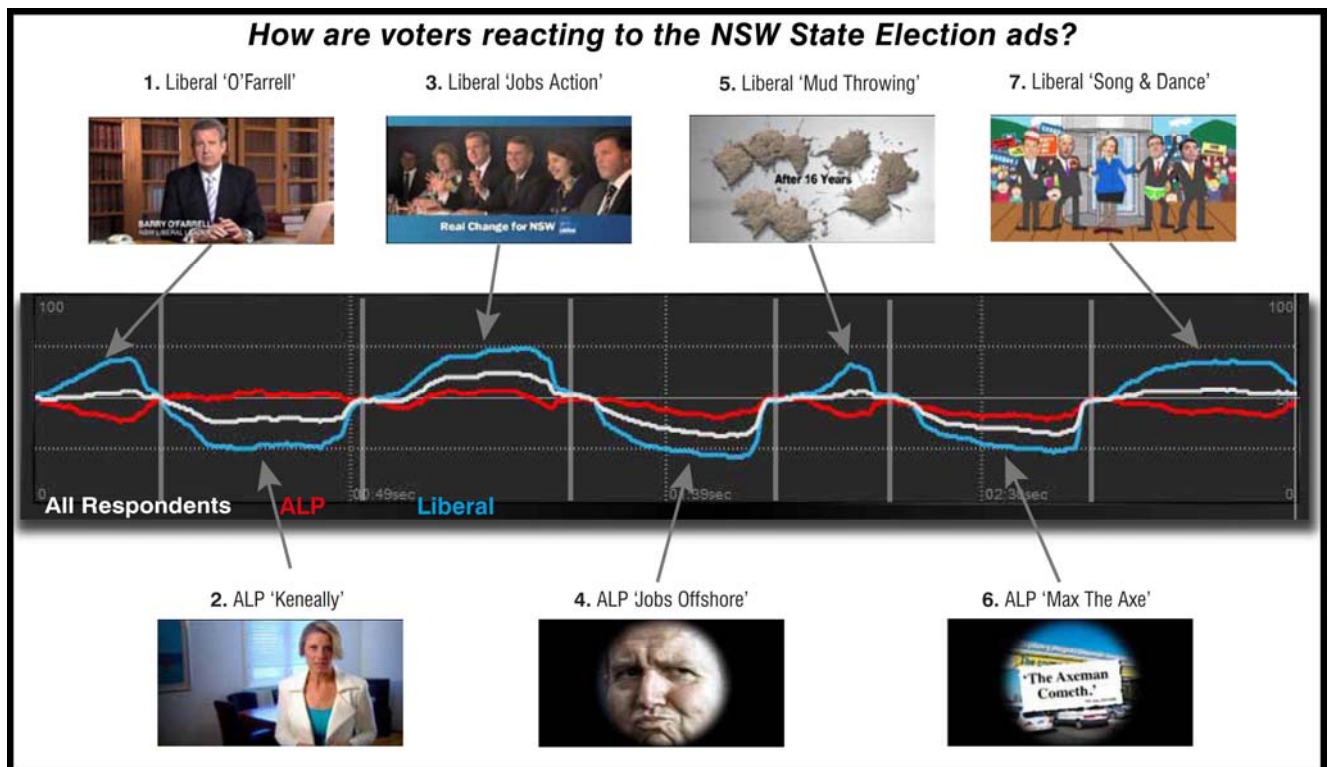
Nothing looks like getting Labor over the line

Even traditional Labor voters didn't score the ALP ads above the critical middle line (50 on the Reactor scale) according to a special Roy Morgan ad test over the last 24 hours using *The Reactor*, Roy Morgan's online real time reaction device with a sample of 270 voters across NSW.

The electorate reacted negatively to both negative ALP ads:

- 'Jobs offshore' that outlined Barry O'Farrell's plans for NSW, including outsourcing government jobs, discontinuing rail lines, offloading desalination plant, and taking on teachers and nurses; and
- 'Max the Axe' that highlighted the appointing of Max Moore-Wilton, and the outsourcing of government jobs.

Even traditional Labor voters reacted negatively to these negative ALP ads.



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, including the recent Australian federal and Victorian State elections, the American mid-term elections and these NSW 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.*

This was demonstrated again by the electorate’s reaction to the NSW ads.”

However, nothing looks like getting Labor across the line. Even the positive ALP ad showing Premier Kristina Keneally discussing the Fairness for Families Act failed to achieve a positive reaction from traditional Labor votes. Although they did not react negatively (below 50 on the *Reactor* scale), they remained ‘unmoved’ (hovering around 50).

On the other hand, the Liberal Party ad, in which NSW Liberal Leader Barry O’Farrell outlined election promises, including real ‘change right from the start’, achieved a strong positive reaction from Liberal National voters, and even engaged Labor voters who hovered around 50 (rather than the typical negative reaction expected for messages from the Opposition Party).

The three Liberal Party ads criticising the ALP received the predictable positive reaction from Liberal-National voters and negative reaction from Labor voters.

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

[View the synchronised Reactor results here.](#)

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