

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

The Greens



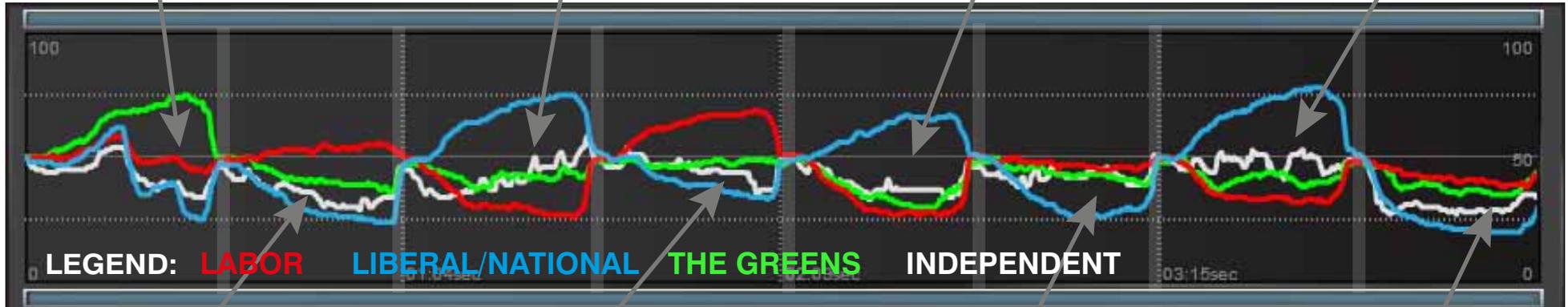
Lib/Nat 'Take a good hard look'



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.