

Picture of health could swing poll

BOTH Gordon Brown and David Cameron could attract the same numbers of votes at the next general election – according to researchers at Bangor University.

Students at the University's School of Psychology viewed short video clips of the two party leaders giving talks with the images converted to stick men – representing only their movement and with the sound removed.

Two groups of 35 and 39

students were asked to rate the stick men for a range of characteristics including attractiveness, trustworthiness, leadership and physical health.

They didn't know who the stick men were, but asked which one they'd vote for.

The biggest finding was that the majority voted for the person they'd also rated as most healthy – based on clips of only nine seconds in length.

Both politicians were voted equally 'healthy' by the students.

The paper's lead author, doctoral student Robin Kramer said: "In the Brown-Cameron 'stick man run-off', there was no clear majority. This may be because the group as a whole rated both Brown and Cameron equally healthy, based on the clips selected.

"The link between perceived health and voting pattern was far stronger than between leadership and voting.

"The important finding is the link established between the candidate subconsciously perceived as the healthiest and the person's voting choice."



Healthy ... PM and Cameron

