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For Immediate Release

**VOTERS POLLED ON INTERNET CAMPAIGN COMMERCIALS WEIGH IN
ON CONFIDENCE OF CANDIDATES' ABILITY TO MANAGE IRAQ WAR**

Democrats more hopeful for Kerry than Republicans are for Bush

(Allentown, Pa., June 16, 2004) - Polling numbers released today show 40 percent of Democrats feeling wishful, desirous and hopeful toward candidate Kerry's plan on Iraq while only 13 percent of Republicans exhibit these same feelings for President Bush's plan on Iraq while viewing the candidates' internet commercials.

During an on-line poll of 700 registered voters -- Republicans, Democrats and Independents -- were asked to respond, on a sliding scale for interest and believability, to what is said and shown in ads by both the Kerry and Bush Campaigns. The respondents also were asked to accept or reject emotional statements that applied to them after viewing the ads. Results were calculated by party affiliation.

While Republican and Democratic presidential candidates run full-length commercials on the Internet, HCD Research and Muhlenberg College Institute of Public Opinion (MCIPO) are partnering to capture voters' reactions to these Internet campaign commercials via *ReadMyLipz.com*.

In viewing the candidates' ads, Kerry's ad laid out his plan for the war in Iraq while Bush's ad critically reviewed Kerry's record on support for the war. Forty percent of Republicans who responded reported feeling disgusted, irritated, enraged and contemptuous with Bush's ad versus 20 percent of Democrats with Kerry's ad.

Sixty percent of Independents registered this emotion towards the Bush ad while only 39 percent did towards Kerry's ad. This was the second strongest emotion registered by Republicans while viewing the Bush ad, behind not bored and attentive of which 51 percent of Republicans reported. Only 40 percent of Democrats polled felt not bored and interested with the Kerry ad.

“This poll provides a close-up reflection of how American voters react to political advertising,” said Arthur J. Kover, Ph.D., management fellow at the Yale School of Management and former editor of the *Journal of Advertising Research*. “Many times the responses to advertisements, and more specifically campaign ads, are not the responses the advertiser is trying to elicit. For instance, Republicans are not responding well to the Bush ad. These specific responses also mirror the general feelings about politics and the candidates themselves.”

Twice as many Republican respondents (32 percent) reported feeling sorrowful, thankful, afraid and regretful while viewing the Bush ad than did Democrats (16 percent) while viewing the Kerry ad. “The Republicans are not feeling confident with the Bush message in the ad,” said Dr. Kover.

The speed with which information and messages can be distributed via the Internet, as well as the types of messages that can be sent, makes this forum groundbreaking in its scope, and likely a model for future campaigns.

“The 2004 Presidential campaign is making unprecedented use of the Internet to disseminate messages to potential voters, as well as supporters of both major parties. The Kerry and Bush campaigns are taking two different approaches to conveying their message on the war in Iraq,” explained Christopher P. Borick, Ph.D., associate professor of Political Science and director of the Muhlenberg College Institute of Public Opinion (MCIPO).

“Based on the polling results, the Kerry campaign may want to tailor future ads on this topic to lead with economic impact of the war and then suggest that the international community share the burden of the war and the Bush campaign may want to follow up with an ad that has a less critical tone regarding Kerry,” Borick added.

Democrats responded more confidently in their candidate’s ad (30 percent), than Republicans did with President Bush’s ad (15 percent). However a dichotomy exists as only 18 percent of Republicans felt suspicious and skeptical during the ad versus 27 percent of Democrats feeling this way towards Kerry’s ad. When Democrats were asked to respond to Bush ads and Republicans asked to respond to Kerry ads, the response fell along party lines.

Additional polls will be conducted on a monthly basis until September and then weekly with results of each poll published. This is the first time a quantitative analysis of this sort has been performed for political advertising.

Read My Lipz.com was developed by HCD Research in conjunction with the Muhlenberg College Institute of Public Opinion, (MCIPO) and Emmy Award-winning Network Television Producer Stu Kreisman. Headquartered in Flemington, New Jersey, HCD Research is a pioneer in Internet health care marketing and advertising research. Headquartered in Allentown, Pennsylvania, MCIPO is a respected source of public opinion data on local, state and national issues. Kreisman is a writer/producer best

known for his work on popular network television series such as Cheers, Night Court, Newhart and SCTV. For more information or to share your views on current campaign political advertising, access www.readmylipz.com.

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