

Contact: Vince McGourty
M&M Communications, Inc.
908-638-5555
vinmcg@earthlink.net

Glenn Kessler
HCD Research
908-788-9393
grkessler@hcdi.net

For Immediate Release

**National Poll Reveals that State of the Union Address
Elicits Wide Range of Emotion Among Americans**

FLEMINGTON, NJ, February 4, 2004 -- Results of a national study conducted the day after the President's State of the Union Address reveal a wide range in the emotional response among Americans, from pride and confidence, to skepticism and anger.

The national e-survey was conducted by HCD Research on February 3, among a nationally representative sample of 1,041 Americans, nearly half of which reported watching the speech on television. Their emotions were measured using the Ayer Emotional Battery (AEB), which captures the feelings of participants as they listen or view advertising or communications.

Responders were asked to choose from a list of emotions and indicate the one description that best reflected their feeling when viewing the speech. The emotions selected most frequently were:

	Male	Female
Competent, Confident In Control, Proud	22%	19%
Not Bored, Attentive	18%	14%
Suspicious, Skeptical	14%	16%

The emotions differed based on religion. While 21% of both Catholics and Protestants felt competent, confident, in control and proud, 15% of Catholics were disgusted, irritated enraged and contemptuous, and 17% of Protestants were suspicious and skeptical.

Church-going viewers viewed the address more positively than their non-church-going peers and as expected, self-reported political conservatives were more positively predisposed to the messages than their liberal colleagues.

As in earlier studies, there is an apparent correlation between frequency of attendance of worship services and support of specific candidates.

In this study, frequent attendees to worship services indicated:

Competent, Confident In Control, Proud	24%
Not Bored, Attentive	16%

Those who attended services less frequently reported both negative and positive emotions including:

Suspicious, Skeptical	19%
Competent, Confident In Control, Proud	16%
Not Bored, Attentive	16%
Disgusted, Irritated Enraged and Contemptuous	15%

Not surprisingly, self reported political conservatives reported emotions like competent, confident in control, proud and not bored, attentive (each 29%), benefited, enlightened (14%).

Self reported liberals indicated their most prevalent emotions as suspicious, skeptical (26%), disgusted, irritated, enraged, contemptuous (23%).

The AEB was developed by the former NW Ayer Advertising agency in the 1980s to understand the emotional impact of effective advertising. Ayer validated the elements with a nationally representative sample using 45 separate advertisements. The agency subsequently granted rights to the measurement tool for research outside the firm. HCD Research applied this methodology to measure the emotions felt by Americans during President Bush's speech.

HCD Research conducted non-partisan studies and advertising research throughout the 2004 Presidential election to measure voter reactions to the candidates' advertisements. Headquartered in Flemington, New Jersey, HCD Research is a pioneer in Internet health care marketing and advertising research.

For more information or to schedule an interview with Glenn Kessler, Co-Founder and Managing Partner, HCD Research, please contact Vince McGourty, M&M Communications, Inc., at 908-638-5555 or vinmcg@earthlink.net.

