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For Immediate Release:

U.S. Physicians Agree With Kerry on Stem Cell Research

-- Although Docs Indicate they Will Still Vote for President Bush --

Flemington, NJ – October 11, 2004 -- A study conducted over the weekend among U.S. physicians revealed that while responders indicated overwhelming support for the Kerry stance on stem cell research, they are still voting for President Bush.

Approximately 1,459 U.S. physicians participated in an on-line political testing survey conducted on October 9 and 10, by Muhlenberg College Institute of Public Opinion (MCIPO) and HCD Research.

While physicians overwhelmingly support the Kerry view on stem cell research, their vote is going to President Bush. The President garnered nearly fifty percent (49.90%) of support from physicians, while Senator Kerry received just over forty percent (42.91%). Ralph Nader received just over two percent (2.19%) and others received five percent (5.00%).

The study also reveals that among physicians:

When presented with the Kerry and Bush stances on the issue the vast majority, seventy-nine percent (79%) agreed with the statement that: *“This (stem cell research) could lead to breakthrough cures for many diseases, such as cancer, Alzheimer's, Parkinson's, and spinal cord injuries, and this research uses only embryos that otherwise would be discarded.”*

Forty-seven percent (47%) indicated that the Kerry view made them more likely to vote for the Senator and twenty percent (20%) responded that the President's stance made them more likely to vote for him.

When presented with two statements regarding different ethical views of the topic physicians were asked to indicate the statement which more closely matched their view:

Twenty one percent (21%) supported the view: *“This type of research crosses an ethical line by using cells from potentially viable human embryos, when this research can be done on animals or by using other types of cells.”*

Seventy-nine percent (79%) supported the view: *“This (stem cell research) could lead to breakthrough cures for many diseases, such as cancer, Alzheimer's, Parkinson's, and*

spinal cord injuries, and this research uses only embryos that otherwise would be discarded.”

This on-going advertising study is being conducted by **ReadMyLipz.com**, a joint effort between HCD Research and Muhlenberg College Institute of Public Opinion (MCIPO). The two organizations are conducting non-partisan advertising research throughout the election to measure voter reactions to the candidates’ advertisements. For more information on the survey methodology and testing results, access **www.ReadMyLipz.com**.

For more information or to schedule an interview with Glenn Kessler, Co-Founder and Managing Partner, HCD Research, Arthur Kover, Ph.D., Senior Consultant, HCD Research or Chris Borick, Ph.D., Associate Political Science Professor, Muhlenberg College, please contact Vince McGourty, M&M Communications, Inc., at 908-713-1267 or vinmcg@earthlink.net.