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For Immediate Release

Gore Speech Improves “Favorable” Ratings Among Democrats and Independents

-- Unfavorable Ratings Increase Among Republicans --

FLEMINGTON, NJ, January 19, 2006 -- Results of a new national study among 822 American adults revealed that a recent speech by former Vice President Al Gore improved his favorable ratings among Democrats and Independents.

The study was conducted by HCD Research during January 17-18, to measure the support among participants before and after viewing former Vice President Al Gore’s speech at the American Constitution Society and Liberty Coalition speech at DAR Hall in Washington D.C. on January 15, 2006.

Among the findings:

- The former vice president’s favorable ratings among Democrats increased from 64% prior to viewing the speech to 77% after viewing it. Favorable ratings among Independents increased from 25% to 36% after viewing the speech.
- Among Republicans, Gore’s unfavorable ratings increased from 75% prior to viewing the speech to 81% after viewing it.
- The speech appeared to have the greatest impact among Independents regarding the legality of current policies related to monitoring U.S. citizens. Participants were asked whether the actions taken by the U.S. government related to monitoring of U.S. citizens without a warrant were legal or illegal. Among Independents, those who believed the government’s actions were illegal increased from 48% prior to viewing the speech to 55% after viewing it. There was minimal change among Democrats and Republicans.

- There was also minimal change in responses before and after viewing the speech to the question “Do you agree or disagree that the U.S. Government has gone “too far” related to the monitoring of US citizens. Among Democrats, there was an increase of 4% before and after and among Republicans and Independents there was a 3% increase.
- Respondents were asked to rate the “persuasiveness” of the speech. 74% of Democrats, 13% of Republicans and 43% of Independents considered the speech to be persuasive.

Methodology

A sample of 822 people opted in to participate in the study. Each respondent viewed 1 minute and 17 seconds of the speech and was asked a battery of pre- and post-viewing questions. The pre and post questions were compared to determine whether their attitudes changed as a result of watching the speech. Automated response system curves were generated to measure second by second believability related to speech content. These results were averaged and can be viewed at <http://www.hcdsurveys.com/surveysdev/C0010/activeinterestgraph.htm>

HCD Research HCD Research and Muhlenberg College Institute of Public Opinion (MCIPO) also conducted non-partisan studies and advertising research throughout the 2004 Presidential election to measure voter reactions to the candidates’ advertisements.

Editors/Reporters: For more information on the poll, or to speak with Glenn Kessler or Dr. Christopher Borick, please contact Vince McGourty, M&M Communications, Inc., at (908) 638-5555 or (vinmcg@earthlink.net).

HCD Research is a marketing and communications research company headquartered in Flemington, NJ. The company's services include traditional and web-based marketing and communications research. For additional information on HCD Research, access the company's web site at www.hcdi.net or call HCD Research at 908-788-9393. Headquartered in Allentown, Pennsylvania, MCIPO is a respected source of public opinion data on local, state and national issues.