

For Immediate Release

General Petraeus' Testimony Changes Americans' Views on Military Surge in Iraq

Flemington, NJ, September 11, 2007 – A national study conducted among 302 self-reported Republicans, Democrats and independents revealed that General Petraeus' testimony had a significant impact on Americans' views of the military surge in Iraq.

The communications research study was conducted by HCD Research and the Muhlenberg College Institute of Public Opinion (MCIPO), during September 10-11, to obtain Americans' views on segments of the congressional testimony by General David Petraeus, the top American military commander in Iraq.

While viewing video segments of the testimony, participants indicated their levels of believability by moving their mouse from left to right on a continuum. The responses were recorded in quarter-second intervals and reported in the form of curves. Participants were asked pre- and post-viewing questions.

Among the study findings:

- Prior to viewing the video segments of the general's testimony, 26% of all responders indicated that the military objectives of the surge "were" met, while 56% reported that the objectives "were not" met. After viewing his testimony, 40% of all responders reported that the military objectives "were" met and 46% reported that the military objectives "were not" met.
- Among political affiliation, prior to viewing the general's testimony, 17% of Democrats reported that the military objectives "were" met and 71% reported that the "were not" met, compared to 40% of Republicans who reported that the objectives "were" met and 42% who reported that they "were not" met. Among independents, 21% reported that the objectives "were" met and 55% indicated that they "were not" met.
- After viewing the general's testimony, 25% of Democrats reported that the military objectives "were" met and 65% reported that the "were not" met, compared to 61% of Republicans who reported that the objectives "were" met and 26% who reported that they "were not" met. Among independents, 34% reported that the objectives "were" met and 46% indicated that they "were not" met.

To view believability curves and detailed results, go to: www.mediacurves.com The Media Curves web site provides the media and general public with a venue to view Americans' perceptions of popular and controversial media events and advertisements.

HCD Research and the Muhlenberg College Institute of Public Opinion are conducting the surveys as part of their continuing investigation of the social, political and economic issues confronting Americans.

Editors/Reporters: For more information on the study, or to speak with Glenn Kessler, managing partner, HCD Research, or Chris Borick, Ph.D., director of the Muhlenberg College Institute of Public Opinion, please contact Vince McGourty, HCD Research, at (908) 483-9121 or (vince.mcgourty@hcdi.net).

HCD Research is a 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.