



FOR IMMEDIATE RELEASE

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CONTACT: Adam Clymer at 202-879-6757 or 202 549-7161 (cell)

VISIT: www.naes04.org

**Public Gives Cheney Advantage on Experience but Still Views
Edwards More Favorably, Annenberg Election Survey Shows**

The American people give Dick Cheney a clear advantage on experience over John Edwards, but still have a decidedly more favorable view of the Democratic choice for Vice President than of the Republican incumbent, the University of Pennsylvania's National Annenberg Election Survey shows.

The polling also showed the public does not think either George W. Bush or John Kerry has a solution for Iraq.

On the Cheney-Edwards comparison, when the public was asked to rate Cheney and Edwards as to whether each had the "right kind of experience to be president," 41 percent of the 2,498 people interviewed from July 9 through 19 rated Cheney higher. Twenty-nine percent rated Edwards higher, and 18 percent rated them equally.

But while 36 percent of the public gave Cheney an overall favorable rating and 39 percent an unfavorable rating – about even considering the poll's margin of sampling error of plus or minus two percentage points — the balance for Edwards was clearly positive. Thirty-eight percent gave him a favorable rating and 24 percent an unfavorable rating.

Forty-seven percent rated George W. Bush favorably and 41 percent unfavorably. For John Kerry, 45 percent rated him favorably and 31 percent unfavorably – a significant improvement since the last Annenberg report. In polling from July 1 through 5, Kerry was rated favorably by 40 percent and unfavorably by 36 percent.

The issue of experience has been raised sharply by Republicans criticizing Edwards, a first-term senator with no previous service in public office. When asked to compare the two candidates, President Bush said of Cheney that the difference was "He can be President." Besides his service as Vice President, Cheney has been secretary of defense, a Representative from Wyoming, and a White House chief of staff.

The experience advantage for Cheney was clear, not only in the public generally but among independents, who gave him a 42 to 27 percent edge. He also held a clear lead among persuadable voters -- those who are either undecided or prefer Bush, Kerry or Ralph Nader but say there is a “good chance they could change their minds. In that key group, 38 percent rated Cheney higher and 21 percent rated Edwards higher.

But on overall favorability, the persuadable voters gave Edwards a 31 percent favorable, 14 percent unfavorable rating. The same percentage, 32 percent, rated Cheney favorably, but 28 percent rated him unfavorably – a statistically insignificant difference between his positive and negative ratings.

Among independents, the differences between the overall balances for Cheney and Edwards were even greater. While 38 percent rated Edwards favorably and 18 percent unfavorably, only 29 percent rated Cheney favorably while 39 percent rated him unfavorably.

The Annenberg polling also showed that most of the public does not think either Kerry or Bush has a “clear plan for bringing the situation in Iraq to a successful conclusion.”

Thirty-three percent of the public said Bush had a clear plan and 61 percent said he did not. Twenty-five percent said Kerry had a clear plan and 57 percent said he did not.

Persuadable voters were even more skeptical. Just 18 percent of them said Bush had a clear plan while 71 percent said he did not. Only 13 percent said Kerry had a clear plan while 58 percent said he did not.

That National Annenberg Election Survey, the largest academic election poll, is a project of the Annenberg Public Policy Center of the University of Pennsylvania (www.AnnenbergPublicPolicyCenter.org). It has been tracking the presidential campaign since October 7, and interviewing will continue until after Election Day. Dr. Kathleen Hall Jamieson is the director of the survey. Ken Winneg is the managing director of the survey. Adam Clymer is the political director of the survey.

Another major election project of the Annenberg Public Policy Center is FactCheck.org, a project that tries to hold politicians accountable by exposing false or misleading campaign statements. It is available online at www.FactCheck.Org.

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Questions

A. For each of the following people in politics, please tell me if your opinion is favorable or unfavorable.

	All			Persuadables		
	Favorable	Unfavorable	Neutral	Favorable	Unfavorable	Neutral
Bush	47%	41%	12%	31%	40%	25%
Kerry	45%	31%	18%	21%	37%	31%
Cheney	36%	39%	20%	28%	32%	30%
Edwards	38%	23%	27%	13%	32%	36%

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B. Do you think George W. Bush has a clear plan for bringing the situation in Iraq to a successful conclusion, or don't you think so? (Asked of half sample.)

	Has a clear plan	Doesn't have a clear plan
Total	34%	61%
Persuadables	18%	74%
Republicans	61%	31%
Democrats	14%	84%
Independents	30%	65%
Men	34%	62%
Women	33%	60%
Whites	39%	55%
African-Americans	6%	89%
Latinos	47%	50%
High school graduate or less	33%	59%
Some college	36%	61%
College degree or more	32%	64%
18-29 years old	35%	63%
30-44	32%	63%
45-64	35%	60%
65 and over	32%	55%
Household income below \$35,000	30%	64%
\$35,000 to less than \$75,000	36%	57%
\$75,000 and over	37%	60%
Union household	30%	64%
Conservatives	50%	42%
Moderates	29%	64%
Liberals	17%	82%
Northeast	29%	65%
Midwest	36%	59%
South	33%	59%
West	37%	60%
Married or living as married	39%	55%
Others	25%	71%

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C. Do you think John Kerry has a clear plan for bringing the situation in Iraq to a successful conclusion, or don't you think so? (Asked of half sample.)

	Has a clear plan	Doesn't have a clear plan
Total	25%	57%
Persuadables	13%	58%
Republicans	8%	82%
Democrats	35%	42%
Independents	30%	55%
Men	22%	66%
Women	28%	49%
Whites	22%	61%
African-Americans	43%	35%
Latinos	41%	40%
High school graduate or less	32%	50%
Some college	19%	62%
College degree or more	19%	65%
18-29 years old	34%	48%
30-44	24%	62%
45-64	22%	62%
65 and over	23%	51%
Household income below \$35,000	33%	45%
\$35,000 to less than \$75,000	22%	62%
\$75,000 and over	15%	73%
Union household	24%	65%
Conservatives	17%	69%
Moderates	29%	51%
Liberals	33%	47%
Northeast	20%	62%
Midwest	26%	58%
South	28%	54%
West	24%	57%
Married or living as married	22%	61%
Others	30%	50%

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D. Respondents were asked to rate Dick Cheney and John Edwards on whether they had “the right kind of experience to be president” on a scale of one to ten. The chart shows the percentage of people ranking Cheney higher, Edwards higher, or both equal.

	Cheney higher	Edwards higher	Edwards and Cheney equal
Total	41%	29%	18%
Persuadables	38%	21%	25%
Republicans	69%	11%	11%
Democrats	20%	47%	22%
Independents	42%	27%	19%
Men	46%	27%	18%
Women	37%	30%	18%
Whites	45%	25%	17%
African-Americans	17%	47%	23%
Latinos	22%	24%	32%
High school graduate or less	34%	30%	19%
Some college	44%	26%	19%
College degree or more	51%	28%	15%
18-29 years old	34%	27%	23%
30-44	42%	26%	20%
45-64	45%	28%	16%
65 and over	39%	36%	14%
Household income below \$35,000	30%	32%	22%
\$35,000 to less than \$75,000	45%	26%	19%
\$75,000 and over	54%	26%	14%
Union household	42%	30%	18%
Conservatives	56%	18%	15%
Moderates	37%	32%	18%
Liberals	26%	43%	22%
Northeast	43%	25%	18%
Midwest	38%	32%	16%
South	42%	29%	19%
West	41%	28%	18%
Married or living as married	45%	27%	16%
Others	34%	32%	21%

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Survey Methodology

The National Annenberg Election Survey (NAES) is a survey conducted each presidential election by the Annenberg Public Policy Center of the University of Pennsylvania.

The 2004 National Annenberg Election Survey is based on telephone interviews which began October 7, 2003 and will continue past Election Day.

The sample of telephone exchanges called was randomly selected by a computer from a complete list of thousands of active residential exchanges across the country. Within each exchange, random digits were added to form a complete telephone number, thus permitting access to both listed and unlisted numbers. Within each household, one adult was designated by a random procedure to be the respondent for the survey. The interviewing is conducted by Schulman, Ronca, Bucuvalas, Inc.

The results have been weighted to take account of household size and number of telephone lines into the residence and to adjust for variation in the sample relating to geographic region, sex, race, age and education.

This report deals with interviewing conducted from July 9 through July 19, when 2,498 people were interviewed. In theory, in 19 cases out of 20 the results will differ by no more than two percentage points, up or down, from what would have been obtained by interviewing all American adults. For smaller subgroups the margin of sampling error would be higher; for example, for persuadable voters it would be plus or minus four percentage points.

In addition to sampling error, the practical difficulties of conducting any survey of public opinion may introduce other sources of error into the poll. Variations in the wording and order of questions, for example, may lead to somewhat different results.

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