



**FOR IMMEDIATE RELEASE**

**DATE: July 6, 2004**

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

**VISIT:** [www.naes04.org](http://www.naes04.org)

**Attitudes toward Edwards Positive, But Half of Public  
Does Not Have Clear View, Annenberg Data Show**

John Edwards begins his campaign for vice president today with a solidly favorable balance of public opinion behind him, at least among those who have opinions, but half the public has no clear view of him, the University of Pennsylvania's National Annenberg Election Survey shows.

Thirty-one percent of the public, interviewed from last Thursday through last night, said they had a favorable opinion of him, while 17 percent were unfavorable. Another 29 percent said their view of him was neutral, and 22 percent said they did not know how to rate him. The margin of sampling error was plus or minus three percentage points.

John Kerry, the presumed Democratic nominee who chose Edwards, was viewed favorably by 40 percent and unfavorably by 36 percent. Eighteen percent said their view of him was neutral, and 6 percent said they did not know how to rate him.

When the same 787 respondents were asked about George W. Bush, 51 percent said they were favorable, 35 percent unfavorable, and 13 percent neutral. Only one percent said they did not know how to rate him.

Dick Cheney, whom Bush has said he will run for another term as vice president, was viewed favorably by 39 percent and unfavorably by 35 percent, with 20 percent neutral. Seven percent said they did not know how to rate him. But when Republicans were asked if Bush should keep him on the ticket, just 63 percent said yes. Twenty seven percent said no, and 10 percent had no opinion. That is about the same level of Republican support as he has maintained all year.

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Attitudes towards Edwards, like those on Kerry, Bush and Cheney, were sharply partisan. Democrats were favorable to Edwards, by a 45 to 10 percent margin, while Republicans were unfavorable, 35 to 15 percent. Independents were quite positive, with 36 percent favorable and 8 percent unfavorable.

Although some Democrats who urged the selection of Edwards said he would help the party in the South, the Annenberg data showed no significant advantage for the North Carolina Senator there, compared to other regions. Thirty-three percent of Southerners viewed him favorably, while 18 percent viewed him unfavorably. The margin of sampling error on southerners' responses was plus or minus six percentage points.

The overall 31 percent favorable, 17 percent unfavorable balance for Edwards was almost the same as it was the last time Annenberg measured his standing. In polling from February 17 through 26, while Edwards was still campaigning for the presidential nomination, 30 percent viewed Edwards favorably and 18 percent viewed him unfavorably.

But if Edwards' rating was unchanged during his absence from the media limelight, Kerry's was not. Then 38 percent of the public viewed Kerry favorably and 23 percent unfavorably. Bush was about where he is today, at 50 percent favorable and 38 percent unfavorable. Cheney has improved from a February reading of 32 percent favorable and 36 percent unfavorable.

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](http://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](http://www.FactCheck.Org).

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## Question

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

### **Edwards**

	Favorable	Unfavorable
<b>Total</b>	31%	17%
<b>Republicans</b>	15%	35%
<b>Democrats</b>	45%	10%
<b>Independents</b>	36%	8%
<b>Men</b>	32%	22%
<b>Women</b>	31%	13%
<b>Whites</b>	29%	18%
<b>African-Americans</b>	40%	18%
<b>Latinos</b>	21%	5%
<b>High school graduate or less</b>	29%	14%
<b>Some college</b>	26%	18%
<b>College degree or more</b>	42%	22%
<b>18-29 years old</b>	33%	8%
<b>30-44</b>	31%	20%
<b>45-64</b>	26%	23%
<b>65 and over</b>	41%	14%
<b>Household income below \$35,000</b>	28%	11%
<b>\$35,000 to less than \$75,000</b>	34%	17%
<b>\$75,000 and over</b>	34%	25%
<b>Union household</b>	27%	26%
<b>Conservatives</b>	22%	29%
<b>Moderates</b>	33%	11%
<b>Liberals</b>	45%	7%
<b>Northeast</b>	34%	14%
<b>Midwest</b>	32%	19%
<b>South</b>	33%	18%
<b>West</b>	25%	18%
<b>Urban</b>	34%	16%
<b>Suburban</b>	27%	17%
<b>Rural</b>	37%	19%

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## Bush

	Favorable	Unfavorable
<b>Total</b>	51%	35%
<b>Republicans</b>	84%	9%
<b>Democrats</b>	22%	61%
<b>Independents</b>	45%	40%
<b>Men</b>	56%	32%
<b>Women</b>	47%	38%
<b>Whites</b>	56%	31%
<b>African-Americans</b>	20%	60%
<b>Latinos</b>	47%	40%
<b>High school graduate or less</b>	54%	30%
<b>Some college</b>	49%	35%
<b>College degree or more</b>	50%	44%
<b>18-29 years old</b>	40%	38%
<b>30-44</b>	56%	36%
<b>45-64</b>	56%	31%
<b>65 and over</b>	50%	38%
<b>Household income below \$35,000</b>	49%	35%
<b>\$35,000 to less than \$75,000</b>	51%	36%
<b>\$75,000 and over</b>	56%	32%
<b>Union household</b>	43%	43%
<b>Conservatives</b>	73%	16%
<b>Moderates</b>	46%	40%
<b>Liberals</b>	25%	60%
<b>Northeast</b>	40%	46%
<b>Midwest</b>	48%	38%
<b>South</b>	58%	32%
<b>West</b>	55%	28%
<b>Urban</b>	46%	38%
<b>Suburban</b>	54%	35%
<b>Rural</b>	53%	31%

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## Kerry

	Favorable	Unfavorable
<b>Total</b>	40%	36%
<b>Republicans</b>	14%	62%
<b>Democrats</b>	67%	15%
<b>Independents</b>	41%	31%
<b>Men</b>	38%	41%
<b>Women</b>	42%	32%
<b>Whites</b>	36%	39%
<b>African-Americans</b>	59%	17%
<b>Latinos</b>	48%	12%
<b>High school graduate or less</b>	37%	30%
<b>Some college</b>	41%	43%
<b>College degree or more</b>	45%	40%
<b>18-29 years old</b>	47%	27%
<b>30-44</b>	36%	39%
<b>45-64</b>	36%	40%
<b>65 and over</b>	44%	36%
<b>Household income below \$35,000</b>	40%	25%
<b>\$35,000 to less than \$75,000</b>	47%	38%
<b>\$75,000 and over</b>	33%	49%
<b>Union household</b>	49%	33%
<b>Conservatives</b>	20%	55%
<b>Moderates</b>	47%	31%
<b>Liberals</b>	63%	13%
<b>Northeast</b>	48%	28%
<b>Midwest</b>	44%	34%
<b>South</b>	35%	42%
<b>West</b>	36%	37%
<b>Urban</b>	44%	31%
<b>Suburban</b>	40%	37%
<b>Rural</b>	36%	43%

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## Cheney

	Favorable	Unfavorable
<b>Total</b>	39%	35%
<b>Republicans</b>	65%	11%
<b>Democrats</b>	20%	60%
<b>Independents</b>	29%	40%
<b>Men</b>	42%	33%
<b>Women</b>	35%	37%
<b>Whites</b>	41%	32%
<b>African-Americans</b>	22%	49%
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<b>\$75,000 and over</b>	44%	36%
<b>Union household</b>	35%	40%
<b>Conservatives</b>	59%	19%
<b>Moderates</b>	29%	42%
<b>Liberals</b>	21%	51%
<b>Northeast</b>	35%	42%
<b>Midwest</b>	33%	45%
<b>South</b>	45%	28%
<b>West</b>	38%	29%
<b>Urban</b>	32%	33%
<b>Suburban</b>	41%	36%
<b>Rural</b>	43%	34%

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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 of 787 adults conducted from July 1 through July 5.

In theory, in 19 cases out of 20 the results for these interviews will differ by no more than three 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. Moreover, some questions were not asked of all respondents, which would lead to higher potential sampling errors.

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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