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**As Campaigners Cite Hoover and Fonda,  
Public Does Not Know Who They Are,  
Annenberg Election Poll Shows**

If Democrats keep running against Herbert Hoover, as they have on and off since 1932, they may have to invest in a substantial educational campaign to make it clear that they are not talking about a former FBI director, a dam on the Colorado river, or vacuum cleaners.

Democratic candidates and interest groups frequently charge that President Bush's Administration is the first since Hoover's to record a net job loss and comparing him to the President whom Franklin D. Roosevelt defeated in 1932.

But when the University of Pennsylvania's National Annenberg Election Survey asked people "Just your best guess, what was Herbert Hoover known for?" only 43 percent of the public said he had been president or connected him to the Depression or the stock market crash.

Another 12 percent said "FBI director," a post held by J. Edgar Hoover, who died in 1972, or eight years after the man who was president from 1929 to 1933 but remained involved in public affairs for the rest of his life.

Four percent cited the Hoover Dam on the Nevada-Arizona border, which was begun in 1930 while Hoover was president and completed in 1935 under another name, the Boulder Dam. Congress changed it back to Hoover Dam in 1947.

And 3 percent identified Hoover with the vacuum cleaner, which was invented in 1907 (by a man named Murray Spangler, who sold his patent to W.H. Hoover). Eight percent had a variety of other answers, and 29 percent had no answer at all.

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The data came from interviews with 634 adults between March 1 and March 15. The margin of sampling error was plus or minus four percentage points.

Nor will Republican critics of Senator John Kerry of Massachusetts have an easy time damaging him by tying him to Jane Fonda, the actress who was a fellow-critic of his against the Vietnam War.

Just 20 percent of the public connected her to opposition to the Vietnam War. Forty percent said actress, 9 percent cited her exercise videos, while two percent cited her relatives – either ex-husband Ted Turner or actor Henry Fonda, her father. Eleven percent gave a variety of other specific answers, and 17 percent had no answer at all.

In both cases, older respondents, who are more likely to vote than young people, could relate to the political message better than younger people could. Fifty-four percent of the 65 and older respondents associated Hoover with his presidency, the depression or the market crash, compared to just 38 percent of those 18 to 29.

With respect to Fonda, 50 percent of those 65 and over connected her to anti-Vietnam war activity. Among those 18 to 29, only 5 percent did, although more of them (20 percent) cited exercise videos than did any other age cohort.

The 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](http://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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## 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 between March 1 and March 15, when 634 people were questioned about Herbert Hoover and Jane Fonda. 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, such as people over 65 years old, the margin of sampling error would be higher.

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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