



FOR IMMEDIATE RELEASE

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**Public A Bit More Positive on Edwards than Cheney,
National Annenberg Election Survey Shows**

As Dick Cheney and John Edwards prepare to debate Tuesday in Cleveland, the American public generally and political independents in particular have a more positive view of Edwards than of Cheney, the University of Pennsylvania's National Annenberg Election Survey shows.

About as many registered voters had a favorable view of Cheney as had an unfavorable one. With the data's margin of sampling error of plus or minus three percentage points, the 37 percent favorable, 42 percent unfavorable margin was not statistically significant. For Edwards, it was 38 percent favorable and 31 percent unfavorable. The polling of 1,515 registered voters was conducted from September 29 through Sunday, October 3.

Among independents, 32 percent viewed Cheney favorably and 50 percent viewed him unfavorably. For Edwards, 39 percent viewed him favorably and 27 percent unfavorably.

For the presidential candidates, whose ratings fluctuated during the polling period that spanned their first debate, the Republicans had an edge with the public. Fifty-one percent said they had a favorable view of Bush, while 40 percent were unfavorable. For John Kerry, 44 percent were favorable and 40 percent unfavorable.

With the debate of vice presidential candidates covering both foreign and domestic issues, the Annenberg polling also shows solid majorities of the public believing troops must stay in Iraq until a stable government is established and believing that the government's actions since September 11, 2001, have made the country safer.

But pluralities said the Bush Administration's economic policies have made the economy worse, that the war in Iraq was not worth it, and that the money spent on the war would have been better used on domestic needs.

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When Edwards was chosen as John Kerry's running mate on July 6, more than half the public had neither a positive or negative opinion of him. Thirty-one percent viewed him favorably and 17 percent unfavorably. Now only a third of the public has no opinion, but his negatives have risen more than his positives have. His negatives increased in most population groups. Among independents, for example, only 8 percent had an unfavorable opinion when he was named and now 27 percent do.

For Cheney, his balance has shifted from narrowly positive in the overall sample -- at 39 percent favorable and 35 percent unfavorable in July -- to narrowly negative. Among independents, the 40 percent who viewed him unfavorably in July has now reached 50 percent.

The findings on the broader issues were generally in the range of where they have been for most of the campaign, except for the question of keeping troops in Iraq "until a stable government is established," which has 65 percent support, perhaps because not only Bush but Kerry have also clearly advocated that position. As recently as an August 23-26 polling period, only 53 percent said the troops should be kept until a stable government was in place. In the latest polling 31 percent said they wanted to bring the troops home as soon as possible, compared to 42 percent in the earlier data.

With homeland security one of the campaign's major themes, the poll offered the Bush-Cheney ticket the encouraging news that 72 percent of the registered voters said the country had been made safer by government action since the attacks on the World Trade Center and the Pentagon. Just 16 percent said it was less safe.

But the view on the economy was clearly negative, with 44 percent saying the policies of the Administration had made the economy worse and just 32 percent saying those policies had made the economy better

Narrower pluralities said the war had not been worth it, and that the money it cost should have been used for domestic priorities. Fifty percent said the war had not been worth it, and 46 percent said it had. Fifty percent said the money should have been used for domestic needs, while 44 percent said spending it on the war was the right decision.

The National Annenberg Election Survey is a project of the Annenberg Public Policy Center of the University of Pennsylvania (www.AnnenbergPublicPolicyCenter.org). 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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Tables

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

	July 1-6	Sept 29-Oct3
Cheney		
Favorable	39%	37%
Unfavorable	35%	42%
Edwards		
Favorable	31%	38%
Unfavorable	17%	31%
Bush		
Favorable	51%	51%
Unfavorable	35%	40%
Kerry		
Favorable	40%	44%
Unfavorable	36%	40%

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

	Cheney		Edwards	
	Favorable	Unfavorable	Favorable	Unfavorable
Total	37%	42%	38%	31%
Republicans	71	10%	11%	61%
Democrats	13%	62%	64%	8%
Independents	32%	50%	39%	27%
Men	38%	45%	37%	35%
Women	37%	39%	40%	28%
Whites	41%	39%	36%	34%
African-Americans	19%	57%	54%	12%
Latinos	27%	32%	31%	28%
High school graduate or less	35%	37%	33%	30%
Some college	43%	35%	35%	34%
College degree or more	35%	53%	50%	31%
18-29 years old	25%	49%	35%	24%
30-44	36%	41%	40%	30%
45-64	40%	40%	37%	33%
65 and over	45%	40%	42%	35%
Household income below \$35,000	28%	40%	37%	23%
\$35,000 to less than \$75,000	42%	40%	40%	34%
\$75,000 and over	40%	43%	42%	34%
Union household	33%	49%	45%	26%
Conservatives	65%	16%	18%	54%
Moderates	31%	47%	44%	23%
Liberals	8%	73%	62%	10%
Northeast	37%	41%	42%	30%
Midwest	36%	39%	39%	28%
South	43%	40%	38%	33%
West	30%	48%	35%	33%
Urban	27%	47%	47%	25%
Suburban	43%	42%	37%	33%
Rural	38%	36%	31%	33%

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Issues

%	Republican	Democrat	Independent	Total
Would you say that the economic policies of the Bush administration are making the economy better, worse, or are having no effect one way or the other?				
Better	65%	6%	31%	32%
Worse	11%	71%	46%	44%
No effect one way or the other	21%	19%	20%	20%
Since the attacks on the World Trade Center and the Pentagon on September 11, 2001, the United States government has done a number of things both at home and abroad intended to protect Americans from future attacks. How safe have these efforts made you feel:				
Much more safe	40%	13%	10%	21%
Somewhat more safe	49%	51%	55%	51%
Somewhat less safe	6%	13%	11%	10%
Much less safe	1%	9%	5%	6%
All in all, do you think the situation in Iraq was worth going to war over, or not?				
Yes, worth it	77%	18%	45%	46%
No, not worth it	20%	79%	52%	50%
Do you think the U.S. should keep military troops in Iraq until a stable government is established there, or do you think the U.S. should bring its troops home as soon as possible?				
Keep troops in Iraq	84%	47%	69%	65%
Bring troops home	13%	49%	26%	31%
Some people say the war in Iraq has cost \$200 billion dollars and that money would have been better spent on domestic programs like education, health care and jobs. Others say the cost of going to war in Iraq was necessary even if it meant that some of these programs were not funded. What do you think: would it have been better to spend the money on domestic programs or was it necessary to spend the money on the war in Iraq?				
Better to spend money on domestic programs	16%	79%	51%	50%
Necessary to spend the money on the war in Iraq	80%	16%	42%	44%

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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 two interviewing periods. From September 29 through October 3, 1,757 adults were interviewed, of whom 1,515 said they were registered voters. In theory, in 19 out of 20 cases, results for all registered voters will differ by no more than three percentage points, up or down, from what would have been obtained by interviewing all American adults. From July 1 through 6, 787 adults were interviewed; for them the margin of sampling error would also be plus or minus three percentage points. 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 error. 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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