



Corrected Version

FOR IMMEDIATE RELEASE

CONTACT: Adam Clymer at 202-879-6757

DATE: November 10, 2003

VISIT: www.appcpenn.org

**ANNENBERG STUDY SHOWS SUPPORT FOR IRAQ WAR DROPS
PUBLIC SPLITS EVENLY ON WHETHER IT WAS “WORTH IT”**

The American public is now evenly split on whether the war in Iraq was worth it, the National Annenberg Election Survey shows.

In October, when asked “All in all, do you think the situation in Iraq was worth going to war over, or not?”, Americans polled nationwide replied that it was worth it, by 52 percent to 43 percent.

But from November 1 through November 9, in a period when news of American helicopters being shot down gained wide attention, 48 percent said it was worth it, but 49 percent said it was not. The one percentage point difference was not statistically significant.

Shifts in opinion were seen in most demographic groups, but were strongest among men, independents and political moderates and people with incomes of less than \$35,000 per year.

In October, men said the war was worth it, by 59 to 38 percent. Since November 1, their support has narrowed to 52 to 44 percent. Women polled in October narrowly said the war was not worth it, by 48 to 46 percent; the margin has widened to 52 to 44 percent.

For independents, an October judgment that war was worth it, by 53 to 43 percent has flipped to a 54 to 42 percent conclusion that it was not. Political moderates narrowly judged the war worth it in October, by 50 to 47 percent; now they are clearly opposed, by 54 to 44 percent. People with household incomes of less than \$35,000 said the war was worth it, by 48 to 46 percent in October; now they reject it, 56 to 40 percent.

The National Annenberg Election Survey, is the largest academic election poll ever conducted. The 2000 cross section interviewed 58,373 people between December, 1999 and January, 2001. The 2004 survey began October 7 and will continue past Election Day, 2004. Thus far 2,656 interviews have been completed. The survey is a project of the Annenberg Public Policy Center of the University of Pennsylvania.

Other Iraq-related questions did not show such profound changes. Asked in November if they approved how President Bush was handling the situation in Iraq, 46 percent said they approved and 50 percent disapproved. That was not statistically distinguishable from the October result of 49 percent approving and 48 percent disapproving.

Nor was there much change in public attitudes toward spending on reconstruction in Iraq, another issue that has been heavily reported recently.

In November, 5 percent said the United States should spend more on reconstruction, 31 percent said the “same as now,” 36 percent said less and 24 percent said no money at all should be spent. In October, 9 percent said more, 29 percent said the same as now, 36 percent said less and 22 percent said no money should be spent.

While the survey did not pinpoint the opinions of people with relatives serving in Iraq, it did ask whether respondents or anyone else in their households had ever served in the military, including the National Guard and the Reserves. The views of those military family members also shifted dramatically. Among those polled in October, 57 percent said the war in Iraq had been worth it, and 38 percent said it had not. Those interviewed between Nov. 1 and Nov. 9 were just about evenly divided, with 49 percent saying it had been worth it and 47 percent saying it had not. The difference between 49 and 47 percent was not statistically significant.

Survey Methodology

The National Annenberg Election Survey (NAES) is a survey conducted each presidential election year 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. To date, there have been 2,656 telephone interviews throughout the contiguous 48 states of the United States and the District of Columbia. Interviewing is conducted by Schulman, Ronca, Bucuvalas, Inc.

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.

In theory, in 19 cases out of 20 the results for the entire sample will differ by no more than two percentage points, up or down, from what would have been obtained by interviewing all American adults. Some questions were not asked of all respondents, so the margin of sampling error on a particular question could be higher. For example for those asked whether the war in Iraq was worth it, in either October or November, the margin of sampling error is 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.

###