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**Public's Attitudes Toward Cheney Drift Downward
As Some Republican Voters Want Him Replaced,
National Annenberg Election Survey Shows**

Vice President Cheney's popularity has declined fairly steadily since October, and more than one fourth of Republican primary voters think President Bush should choose a new running mate, the University of Pennsylvania's National Annenberg Election Survey shows.

In October, 43 percent of the public had a favorable opinion of Cheney and 26 percent had an unfavorable view. But in the last two weeks of February, from the 16th through the 29th, 33 percent had a favorable opinion and 36 percent an unfavorable view, a drop of ten percentage points. On both occasions the margin of sampling error was plus or minus two percentage points.

Cheney's declines were not strikingly different from one demographic group to another. Republicans remained the most friendly to him, with 58 percent favorable and 15 percent unfavorable. But in October they had given him a 74 percent favorable and 6 percent unfavorable rating. That meant that while Republicans both started and ended with the most favorable balance opinion of him, their 16 percentage point drop, from 74 to 58 percent, was the biggest recorded by any major group.

The data did not suggest any particular reason for the decline. But for many weeks Cheney has been attacked for his arguments in favor of making war on Iraq. Moreover, the Halliburton Company, which he headed before becoming vice president, has come under frequent criticism for its role in postwar Iraq. The company has responded with television ads that say it got its business because of its experience and high quality work, not because of "who we know."

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In that same period, the administration has faced a variety of difficulties, from the economy to Iraq, and attacks on Bush and Cheney from Democrats seeking their party's presidential nomination have dominated the news. But attitudes toward Cheney have worsened more deeply than attitudes about Bush. In October, 55 percent said they had a favorable view of Bush, and 32 percent held an unfavorable view. Now it is 50 percent favorable, 38 percent unfavorable, a drop half as big as Cheney's.

While there is no contest for the Republican presidential nomination, the party holds caucuses and primaries in which partisans vote for Bush, and for candidates for other offices. Sixty-nine percent of Republicans say they intend to vote in Republican primaries, which also draw some independents and a handful of Democrats. That group of Republican primary voters was asked, beginning in mid-February, "In this year's election, do you think George W. Bush should keep Dick Cheney as his vice-presidential running mate, or choose someone new?"

Sixty-two percent of those polled between February 16 and 29 said Bush should keep Cheney. Twenty-seven percent said Bush should get someone else, and 11 percent had no opinion.

Among people who said they were independents but vote in Republican primaries, only 50 percent said Cheney should be kept, while 39 percent wanted him replaced. Among the Republicans who vote in Republican primaries, 65 percent wanted to retain Cheney and 22 percent said he should be replaced.

The last Vice President who was dropped from the ticket was Nelson A. Rockefeller, who bowed to intense pressure from Republican conservatives and announced in 1975 that he would not run again with President Gerald R. Ford, who had nominated him to be vice president after President Nixon resigned in 1974. The last elected Vice president to be dropped was Henry A. Wallace, discarded by Franklin D. Roosevelt in 1944.

Among Republican primary voters, 72 percent of Southerners and 69 percent of people with college degrees or more wanted Cheney kept on the ticket. So did 68 percent of people between 30 and 44, 66 percent of conservatives and 65 percent of women. But in each of those groups at least 20 percent wanted him dropped.

When people were questioned about whether their view of Cheney was favorable or unfavorable, they were asked to rate him on a scale of zero to ten. They were told "Zero means very unfavorable and 10 means very favorable. Five means you do not feel favorable or unfavorable." Answers of six through ten were treated as "favorable." Answers of zero through four were treated as "unfavorable."

The most positive balances in the February polling were recorded by Republicans and by conservatives, who were 49 percent favorable and 21 percent unfavorable. Other positive balances were recorded among Southerners (35 percent favorable to 31 percent unfavorable, and people 30 to 44 (37 percent favorable and 33 percent unfavorable).

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People with the most negative views were liberals (56 percent unfavorable to 16 percent favorable), Democrats (54 percent unfavorable to 18 percent favorable) and moderates (41 percent unfavorable to 27 percent favorable).

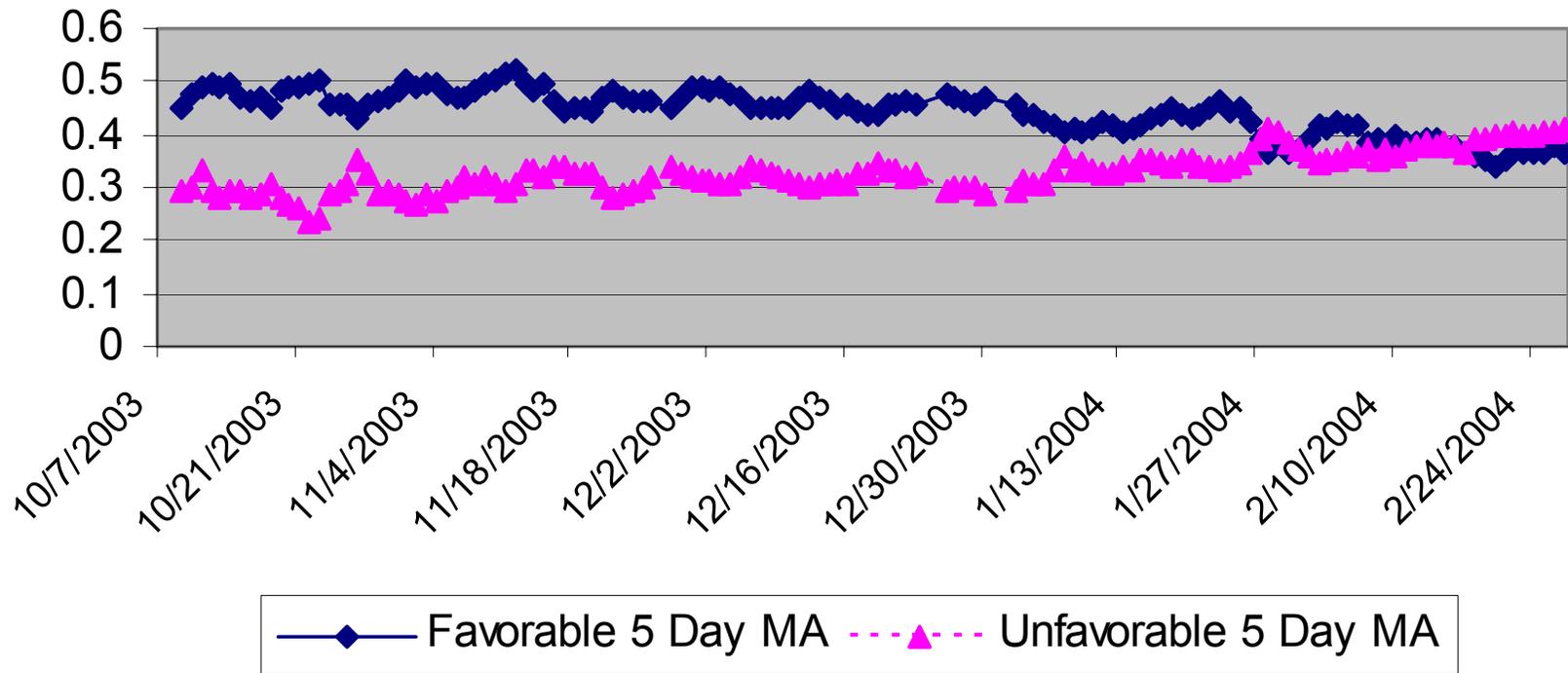
The 2000, National Annenberg Election Survey found that among those polled between October 1 and Election Day, 38 percent held a favorable opinion of Cheney, while 17 percent held an unfavorable view. Even Democrats were not particularly hostile, with 23 percent favorable and 27 percent unfavorable.

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). 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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Cheney Favorability 5 Day Moving Average



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Questions

A. Please tell me if your opinion of Dick Cheney is favorable or unfavorable.

	October		February	
	Favorable	Unfavorable	Favorable	Unfavorable
North East	36%	28%	29%	40%
Mid-West	47%	25%	36%	36%
South	49%	24%	35%	31%
West	38%	30%	29%	38%
18-29	38%	21%	27%	31%
30-44	43%	30%	37%	33%
45-64	46%	27%	33%	39%
65 and older	49%	25%	32%	40%
High School or Less	40%	22%	30%	32%
Some College	45%	26%	35%	35%
College Degree or More	48%	35%	36%	43%
Less than \$35,000	36%	24%	28%	36%
\$35, 000 to \$75,000	43%	29%	34%	37%
\$75,000 or More	56%	26%	39%	37%
Conservative	61%	10%	49%	21%
Moderate	38%	32%	27%	41%
Liberal	24%	47%	16%	56%
Republican	74%	6%	58%	15%
Democrat	28%	39%	18%	54%
Independent	33%	34%	31%	37%
Male	47%	27%	34%	38%
Female	40%	25%	32%	34%

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B. In this year's election, do you think George W. Bush should keep Dick Cheney as his vice-presidential running mate, or choose someone new?
 (Asked only of registered voters who said they intend to vote in Republican primaries or caucuses.)

	Keep Cheney	Choose Someone New
North East	60%	25%
Mid-West	63%	28%
South	72%	19%
West	46%	33%
18-29	64%	22%
30-44	68%	20%
45-64	57%	30%
65 and older	61%	26%
High School or Less	57%	29%
Some College	62%	25%
College Degree or More	69%	19%
Less than \$35,000	62%	27%
\$35, 000 to \$75,000	60%	28%
\$75,000 or More	62%	23%
Conservative	66%	22%
Moderate	56%	33%
Liberal	61%	21%
Male	59%	27%
Female	65%	23%

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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 periods since the interviewing began. From Oct. 7 through Oct. 31, there were 1,537 people interviewed. From Feb. 16 through 29, 2,700 people were interviewed.

In theory, in 19 cases out of 20 the results for the each of these interviewing periods 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 the 540 Republican primary voters in the late February polling, the margin would be plus or minus four percentage points. Moreover, some questions were not asked of all respondents, which would lead to a larger potential sampling error.

The chart showing shifts in favorability ratings for Vice President Dick Cheney reflects interviews with 22,457 people between October 7 and February 29.

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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