



CBS NEWS POLL
 For release: Wednesday August 6, 2008
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VICE PRESIDENTIAL CHOICES
July 31 - August 5, 2008

By over two to one, voters say that a candidate's choice of a running mate won't matter much when deciding which candidate to support for president. 67% say they will be voting based mostly on the presidential candidates, not on whom those men choose as their vice presidential nominee. But 30% say that the choice of a running mate will have a great deal of influence on their vote -- twice the number who said it would matter in July 2000, before George W. Bush and Al Gore made their choices.

RUNNING MATE CHOICE

(Among registered voters)

	Now	7/2000
A great deal of influence on vote	30%	15%
Vote based on presidential candidates	67	81

Voters who are still undecided are more apt than those currently favoring Obama or McCain to say the candidates' choices for vice president will be important to their vote -- 48% say it will influence their vote, 47% say it won't. Independents (35%) are more likely than Democrats (30%) or Republicans (24%) to say the choice of vice presidential nominee will matter. Moderates are also more likely to say it will influence their vote.

RUNNING MATE CHOICE

(Among registered voters)

	Reps	Dems	Inds
A great deal of influence on vote	24%	30%	35%
Vote based on presidential candidates	74	68	60

Once the vice presidential nominees are announced, more voters are likely to decide those choices are important, if history is any guide. Before either presidential candidate had announced their choice for running mate in the 2000 election, just 15% said the choice would affect their vote. After the selections of Joe Lieberman for the Democrats and Dick Cheney for the Republicans, the percentage who said the vice presidential nominee would impact their vote doubled, to 30%.

In the last two presidential elections, announcements of the vice presidential nominee have had little immediate impact on the horse race results. In 2004, in a CBS News Poll conducted just after John Kerry announced John Edwards as his running mate, he led President George W. Bush by 5 points, up from just a 1 point lead before the announcement. In 2000, Bush's choice of Dick Cheney had little impact on the horse race,

and while Al Gore's choice of Joe Lieberman gave their ticket a bump up, the Democrats still trailed Bush that summer by double digits.

This poll was conducted among a random sample of 1,034 adults nationwide, including 906 registered voters, interviewed by telephone July 31-August 5, 2008. Phone numbers were dialed from RDD samples of both standard land-lines and cell phones. The error due to sampling for results based on the entire sample and for registered voters could be plus or minus three percentage points. The error for subgroups is higher.

CBS NEWS Poll
 Vice presidential choices
 July 30-August 4, 2008

q17 Which of these statements comes closer to your opinion? 1. The Presidential candidates' choices for Vice President will have a great deal of influence on my vote. OR 2. I will vote based mostly on the presidential candidates, not on whom they choose for Vice President.

	**** REGISTERED VOTERS ****				
	**** Party ID ****				
	Total	Rep	Dem	Ind	Jul00a
	%	%	%	%	%
VP choices have influence	30	24	30	35	15
Vote on pres. candidates	67	74	68	60	81
Don't know/No answer	3	2	2	5	3

	<u>UNWEIGHTED</u>	<u>WEIGHTED</u>
Total Respondents	1,034	
Registered Voters	906	851
Total Republicans	317	284
Total Democrats	381	406
Total Independents	336	344