

GIULIANI LEADS THE REPUBLICAN PRIMARY FIELD, ENJOYS SUPPORT ACROSS GOP SPECTRUM

*In National Poll of Republican Voters, Protecting America from Threats to Homeland Security
Seen as Giuliani's Greatest Strength*

Republican Voters Report Great Interest in the Upcoming Presidential Contest

Giuliani's Lead Reaches Across Ideological and Religious Bounds

NEW YORK, August 30, 2007 - With just over four months to go before the presidential primary season begins, the Diageo/Hotline poll of 604 registered Republican voters, conducted August 22-26, reveals that former New York City mayor, Rudy Giuliani, garners significant vote support across the full range of Republican voters. Giuliani currently has a 10 point lead in the national primary ballot over former Senator Fred Thompson (27% to 17%). He leads his rivals not only among Evangelicals (Giuliani, 26%; Thompson, 16%), but also among conservatives, who favor Giuliani over Thompson 27% to 20%. Giuliani's broad base of support even includes those who believe that "abortion should not be permitted at all": among this group Giuliani leads Thompson, his nearest competitor, 26% to 20% in the primary ballot.

Table 1: 2008 Republican Presidential Primary (n=547)

	Total
Rudy Giuliani	27%
Fred Thompson	17%
Mitt Romney	15%
John McCain	12%
Mike Huckabee	4%
Ron Paul	2%
Duncan Hunter	1%
Sam Brownback	0%
Tom Tancredo	0%
Unsure	15%
Refused	3%

Giuliani's current position as the top Republican candidate is also reflected in key questions related to the general election, as well as what the Republican Party stands for. A plurality reports that Giuliani is the candidate most likely to defeat the Democratic nominee (38% Giuliani, compared to 14% for second place Fred Thompson). Giuliani is also viewed as the candidate most likely to defeat Hillary Clinton (42% Giuliani compared to 13% for second place Mitt Romney). When asked what the Republican Party *should* stand for, voters choose Giuliani by a 6% margin. When asked what the Republican Party *currently* stands for, Giuliani is in a statistical dead heat with McCain and Thompson (Giuliani, 20%; John McCain, 19%; Thompson, 16%).

Despite the Giuliani's broad base of support, this month's poll reveals some indicators where he might be vulnerable, most notably among the 35% of Republican voters who identify themselves as "very conservative." Among this group of voters, Giuliani and Thompson are in a statistical dead heat (Thompson, 23%; Giuliani, 21%). Moreover, very conservative voters see Thompson as the candidate who most represents what the Republican Party *currently* stands for by a 7 point margin (Thompson, 19%; Giuliani, 12%), as well as what the GOP *should* stand for by a 10 point margin (Thompson, 27%; Giuliani, 17%).

Another potential weak point in Giuliani’s support is evidenced by the 38% percent of Republican voters who say they wish there were more choices for their party’s nomination than those currently running. This number rises to 41% among those who back Giuliani in the primary ballot. By comparison, 35% of McCain’s and 23% of Romney’s supporters want more choices.

What Voters are Looking for in the Candidates

23% of voters report that the most important quality for a Republican candidate for president to have is to be "guided by strong moral and religious conviction," while protecting the U.S. against terrorist attacks came in second place at 13%. When asked about which of these qualities best describe the top candidates, 25% say that Giuliani “will protect the U.S. against terrorist attacks.” In contrast, only 4% of Republican voters report "guided by strong moral and religious conviction" as the trait that describes him best.

Of the other candidates, Mitt Romney is most closely associated with moral and religious conviction, while McCain is most closely associated with keeping America's military strong. The majority of voters are unsure of which quality best describes Thompson, with 51% of voters saying they "don't know."

Table 2: Candidate Traits (n=604)

	Most Important to Voters	Rudy Giuliani	Fred Thompson	Mitt Romney	John McCain
Is guided by strong moral and religious conviction	23%	4%	5%	15%	6%
Will protect the U.S. against terrorist attacks	13%	25%	4%	4%	12%
Will keep America's military strong	10%	8%	7%	3%	27%
Is committed to limited government interference in American’s lives	10%	3%	5%	4%	5%
Is a fiscal conservative who will keep taxes low	8%	3%	7%	4%	3%
Will ensure a competitive, free market economy	5%	4%	3%	6%	4%
Has the best chance of beating the Democratic nominee for President	3%	13%	5%	3%	3%
Is <u>not</u> a Washington, D.C. insider	2%	6%	6%	6%	2%
All of the above	19%	7%	5%	5%	4%
None of the above	1%	5%	4%	4%	7%
Don't know/Refused	5%	23%	51%	46%	26%

Republican Voter Interest is High

Although just 54% of registered Republican voters report being satisfied with the current field of candidates, 80% of Republican voters report having “a lot” of interest in the 2008 contest, and an additional 14% say they have “some” interest. Moreover, 88% of the Republican voters report engaging in at least one activity related to next year’s race for the White House. More than half (52%) say they’ve watched at least one of the debates and 60% report watching a candidate interviewed on TV, 16% percent say they’ve visited a candidate’s website, and 10% percent report making a financial contribution to a candidate.

To obtain complete poll results please see www.diageohotlinepoll.com.

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Methodology: The Diageo/*Hotline* Poll was conducted by telephone from August 22 through August 26, 2007, among a random, nationally representative sample of 604 self-identified Republican registered voters age 18 and older (margin of error +/- 3.99%).

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