

# DIAGEO | The Hotline

**Diageo/Hotline Poll**  
**Conducted By:**



**March 2008**

**Field Dates: March 28-31, 2008**

**Sample Size: 799 Registered Voters**

**Margin of Error: +/-3.5**

**Note: Percentages less than 0.5 printed as \*.**

**DPV = “Democratic Primary Voters”; RPV = “Republican Primary Voters.”**

1. I'd like to get your opinion about the way that things are going in the country today. Do you feel things in the country are generally going in the right direction, or do you think things are seriously off on the wrong track?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Right direction                     | 17%   | 31% | 17% | 5%  | 30% | 6%  |
| Wrong track                         | 74%   | 57% | 74% | 89% | 58% | 88% |
| Neither (DO NOT READ)               | 6%    | 8%  | 6%  | 4%  | 7%  | 3%  |
| Don't know/Refused<br>(DO NOT READ) | 3%    | 4%  | 3%  | 2%  | 4%  | 2%  |

2. And what is the most important issue facing the US today?

|  | TOTAL | Rep | Ind | Dem | RPV | DPV |
|--|-------|-----|-----|-----|-----|-----|
| Economy in general                                     | 37%   | 31% | 37% | 44% | 29% | 44% |
| War in Iraq - Oppose                                   | 13%   | 5%  | 13% | 19% | 6%  | 19% |
| Immigration/illegal aliens                             | 4%    | 5%  | 5%  | 2%  | 6%  | 2%  |
| Gas/fuel/oil prices                                    | 4%    | 4%  | 4%  | 4%  | 3%  | 5%  |
| Terrorism  | 4%    | 8%  | 3%  | 1%  | 8%  | 1%  |
| Poor healthcare/hospitals;<br>high cost of health care | 4%    | 4%  | 3%  | 4%  | 4%  | 4%  |
| War in Iraq - Support                                  | 3%    | 8%  | 2%  | *   | 7%  | 1%  |

|  |    |    |    |    |    |    |
|--|----|----|----|----|----|----|
| Dissatisfaction with government/Congress/politicians/candidates      | 3% | 2% | 4% | 2% | 2% | 2% |
| Moral values   | 3% | 7% | 1% | 1% | 6% | 1% |
| Unemployment/jobs  | 2% | 1% | 3% | 1% | 2% | 2% |
| High cost of living/inflation  | 2% | 3% | 3% | 1% | 4% | 1% |
| Ethics/moral/religious/Family decline; dishonesty; lack of integrity | 2% | 2% | 3% | *  | 3% | 1% |
| Taxes  | 1% | 1% | 1% | *  | *  | *  |
| Social Security  | 1% | 3% | -  | 1% | 2% | 1% |
| Outsourcing of jobs/jobs sent overseas                               | 1% | 1% | 1% | *  | 1% | -  |
| Fear of war/feelings of fear in this country                         | 1% | 2% | 1% | *  | 2% | *  |
| Education/poor education/access to education                         | 1% | *  | 2% | 2% | *  | 2% |
| International issues/problems  | 1% | *  | 2% | 2% | 1% | 2% |
| Crime/violence   | 1% | 1% | 1% | 1% | 1% | *  |
| Poverty/hunger/homelessness  | 1% | -  | -  | 1% | -  | 1% |
| Medicare issues  | 1% | 1% | *  | 1% | 1% | 1% |
| Cost of prescription drugs   | 1% | -  | 1% | 1% | -  | 1% |
| Other (SPECIFY)  | 3% | 2% | 4% | 2% | 2% | 2% |
| Don't know/Refused   | 8% | 6% | 7% | 9% | 8% | 8% |

3. How would you rate economic conditions in this country today -- as very good, somewhat good, somewhat poor, or very poor?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Very good                           | 4%    | 7%  | 2%  | 2%  | 7%  | 2%  |
| Somewhat good                       | 24%   | 40% | 21% | 13% | 36% | 15% |
| Somewhat poor                       | 39%   | 37% | 46% | 40% | 41% | 39% |
| Very poor                           | 32%   | 16% | 29% | 45% | 16% | 44% |
| Don't know/Refused<br>(DO NOT READ) | 1%    | -   | 2%  | 1%  | 1%  | *   |

4. What are some of the signs that you have seen, heard or read about that indicate to you that economic conditions TODAY are (FILL IN ANSWER FROM Q.3)? (OPEN-END, PRE-CODE, ACCEPT MULTIPLE RESPONSES)

|   | TOTAL | Rep | Ind | Dem | RPV | DPV |
|---|-------|-----|-----|-----|-----|-----|
| Rising cost of oil/gas/<br>electricity/heat/food/<br>other common goods     | 26%   | 20% | 32% | 28% | 22% | 28% |
| Housing issues  | 17%   | 16% | 18% | 18% | 16% | 18% |
| Employment issues   | 17%   | 18% | 17% | 16% | 16% | 16% |
| Personal economic situation   | 7%    | 10% | 6%  | 5%  | 10% | 4%  |
| Stock market  | 6%    | 8%  | 8%  | 4%  | 8%  | 5%  |
| Healthcare issues   | 5%    | 2%  | 4%  | 7%  | 3%  | 7%  |
| Outsourcing/Jobs<br>going overseas  | 5%    | 4%  | 7%  | 5%  | 3%  | 6%  |
| Inflation   | 5%    | 4%  | 6%  | 6%  | 5%  | 5%  |
| Falling dollar  | 4%    | 3%  | 4%  | 4%  | 3%  | 3%  |
| Wages stagnating  | 3%    | 4%  | 2%  | 3%  | 3%  | 3%  |
| Subprime mortgage collapse  | 3%    | 2%  | 1%  | 5%  | 2%  | 4%  |
| Recent events with<br>major US companies                                    | 2%    | 2%  | 2%  | 1%  | 2%  | 1%  |
| Recent turmoil in<br>financial/banking/<br>investment sector                | 2%    | 2%  | 2%  | 2%  | 1%  | 2%  |
| Dependence on foreign oil/<br>Energy security                               | 2%    | *   | 3%  | 2%  | 1%  | 3%  |
| War in Iraq   | 2%    | 1%  | 2%  | 3%  | 2%  | 3%  |
| Management of economy by<br>government/business                             | 2%    | *   | 2%  | 3%  | 1%  | 3%  |
| President Bush's<br>actions/speeches  | 1%    | 1%  | -   | 1%  | 1%  | 1%  |
| Corruption in<br>government/business  | 1%    | 1%  | 1%  | 1%  | *   | 1%  |
| Current problems only<br>temporary/natural/part of<br>normal business cycle | 1%    | 1%  | 2%  | 1%  | 1%  | 1%  |
| Illegal aliens/<br>immigration issues                                       | 1%    | 2%  | 3%  | -   | 2%  | 1%  |

|                       |    |     |    |    |    |    |
|-----------------------|----|-----|----|----|----|----|
| Other domestic issues | 1% | 1%  | 1% | 1% | *  | 1% |
| Other (SPECIFY)       | 6% | 6%  | 6% | 5% | 6% | 5% |
| Don't know/Refused    | 9% | 11% | 4% | 9% | 9% | 9% |

5. Opinion of... George W. Bush (IF FAVORABLE OR UNFAVORABLE, ASK:) Would you say you have a strongly favorable/unfavorable opinion or a somewhat favorable/unfavorable opinion?

|  | TOTAL | Rep | Ind | Dem | RPV | DPV |
|--|-------|-----|-----|-----|-----|-----|
| Strongly favorable                       | 11%   | 24% | 6%  | 3%  | 23% | 2%  |
| Somewhat favorable                       | 25%   | 47% | 26% | 8%  | 44% | 10% |
| Somewhat unfavorable                     | 17%   | 15% | 22% | 16% | 18% | 16% |
| Strongly unfavorable                     | 44%   | 13% | 43% | 70% | 13% | 70% |
| Heard of but can't rate<br>(DO NOT READ) | 1%    | 1%  | 1%  | 1%  | 1%  | 1%  |
| Don't know/Refused<br>(DO NOT READ)      | 1%    | -   | 1%  | 2%  | 1%  | 1%  |

6. Opinion of... Hillary Clinton (IF FAVORABLE OR UNFAVORABLE, ASK:) Would you say you have a strongly favorable/unfavorable opinion or a somewhat favorable/unfavorable opinion?

|  | TOTAL | Rep | Ind | Dem | RPV | DPV |
|--|-------|-----|-----|-----|-----|-----|
| Strongly favorable                       | 17%   | 5%  | 11% | 31% | 3%  | 30% |
| Somewhat favorable                       | 26%   | 11% | 27% | 40% | 11% | 40% |
| Somewhat unfavorable                     | 18%   | 25% | 15% | 14% | 23% | 13% |
| Strongly unfavorable                     | 35%   | 58% | 43% | 11% | 60% | 13% |
| Heard of but can't rate<br>(DO NOT READ) | 3%    | 1%  | 4%  | 3%  | 2%  | 3%  |
| Don't know/Refused<br>(DO NOT READ)      | 1%    | *   | 1%  | 1%  | *   | *   |

7. Opinion of... John McCain (IF FAVORABLE OR UNFAVORABLE, ASK:) Would you say you have a strongly favorable/unfavorable opinion or a somewhat favorable/unfavorable opinion?

|  | TOTAL | Rep | Ind | Dem | RPV | DPV |
|--|-------|-----|-----|-----|-----|-----|
| Strongly favorable                       | 19%   | 30% | 22% | 8%  | 32% | 8%  |
| Somewhat favorable                       | 39%   | 54% | 40% | 28% | 52% | 29% |
| Somewhat unfavorable                     | 19%   | 9%  | 20% | 28% | 8%  | 29% |
| Strongly unfavorable                     | 13%   | 3%  | 9%  | 23% | 4%  | 22% |
| Heard of but can't rate<br>(DO NOT READ) | 7%    | 4%  | 7%  | 9%  | 4%  | 9%  |
| Haven't heard of<br>(DO NOT READ)        | 1%    | -   | 1%  | 2%  | -   | 1%  |
| Don't know/Refused<br>(DO NOT READ)      | 1%    | *   | 2%  | 2%  | *   | 1%  |

8. Opinion of... Barack Obama (IF FAVORABLE OR UNFAVORABLE, ASK:) Would you say you have a strongly favorable/unfavorable opinion or a somewhat favorable/unfavorable opinion?

|  | TOTAL | Rep | Ind | Dem | RPV | DPV |
|--|-------|-----|-----|-----|-----|-----|
| Strongly favorable                       | 25%   | 5%  | 18% | 45% | 6%  | 44% |
| Somewhat favorable                       | 31%   | 28% | 31% | 32% | 25% | 33% |
| Somewhat unfavorable                     | 16%   | 24% | 18% | 8%  | 26% | 8%  |
| Strongly unfavorable                     | 21%   | 37% | 22% | 7%  | 34% | 9%  |
| Heard of but can't rate<br>(DO NOT READ) | 5%    | 5%  | 6%  | 5%  | 6%  | 4%  |
| Haven't heard of<br>(DO NOT READ)        | 1%    | 1%  | 1%  | 2%  | 1%  | 1%  |
| Don't know/Refused<br>(DO NOT READ)      | 2%    | 1%  | 5%  | 2%  | 1%  | 1%  |

9. Opinion of... Bill Clinton (IF FAVORABLE OR UNFAVORABLE, ASK:) Would you say you have a strongly favorable/unfavorable opinion or a somewhat favorable/unfavorable opinion?

|  | TOTAL | Rep | Ind | Dem | RPV | DPV |
|--|-------|-----|-----|-----|-----|-----|
| Strongly favorable                       | 19%   | 5%  | 10% | 37% | 4%  | 36% |
| Somewhat favorable                       | 26%   | 12% | 24% | 38% | 14% | 37% |
| Somewhat unfavorable                     | 17%   | 23% | 22% | 11% | 22% | 12% |
| Strongly unfavorable                     | 34%   | 57% | 40% | 11% | 57% | 12% |
| Heard of but can't rate<br>(DO NOT READ) | 2%    | 3%  | 2%  | 2%  | 3%  | 2%  |
| Don't know/Refused<br>(DO NOT READ)      | 1%    | 1%  | 2%  | 1%  | *   | 1%  |

10. Opinion of... Ralph Nader (IF FAVORABLE OR UNFAVORABLE, ASK:) Would you say you have a strongly favorable/unfavorable opinion or a somewhat favorable/unfavorable opinion?

|  | TOTAL | Rep | Ind | Dem | RPV | DPV |
|--|-------|-----|-----|-----|-----|-----|
| Strongly favorable                       | 4%    | 3%  | 4%  | 4%  | 4%  | 4%  |
| Somewhat favorable                       | 18%   | 18% | 22% | 17% | 19% | 18% |
| Somewhat unfavorable                     | 23%   | 27% | 20% | 19% | 25% | 19% |
| Strongly unfavorable                     | 23%   | 22% | 25% | 24% | 21% | 24% |
| Heard of but can't rate<br>(DO NOT READ) | 20%   | 20% | 20% | 20% | 21% | 19% |
| Haven't heard of<br>(DO NOT READ)        | 9%    | 5%  | 6%  | 12% | 6%  | 12% |
| Don't know/Refused<br>(DO NOT READ)      | 4%    | 4%  | 3%  | 4%  | 4%  | 3%  |

11. Opinion of... Michelle Obama (IF FAVORABLE OR UNFAVORABLE, ASK:) Would you say you have a strongly favorable/unfavorable opinion or a somewhat favorable/unfavorable opinion?

|  | TOTAL | Rep | Ind | Dem | RPV | DPV |
|--|-------|-----|-----|-----|-----|-----|
| Strongly favorable                       | 12%   | 3%  | 10% | 21% | 4%  | 21% |
| Somewhat favorable                       | 23%   | 16% | 14% | 32% | 16% | 30% |
| Somewhat unfavorable                     | 14%   | 17% | 20% | 8%  | 19% | 9%  |
| Strongly unfavorable                     | 13%   | 24% | 13% | 5%  | 22% | 6%  |
| Heard of but can't rate<br>(DO NOT READ) | 26%   | 30% | 23% | 23% | 28% | 22% |
| Haven't heard of<br>(DO NOT READ)        | 7%    | 6%  | 7%  | 5%  | 6%  | 6%  |
| Don't know/Refused<br>(DO NOT READ)      | 6%    | 4%  | 12% | 5%  | 5%  | 5%  |

12. Do you approve or disapprove of the way George W. Bush is handling his job as president? Do you approve/disapprove strongly or somewhat?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Strongly approve                    | 11%   | 24% | 7%  | 3%  | 23% | 3%  |
| Somewhat approve                    | 24%   | 43% | 27% | 8%  | 41% | 10% |
| Somewhat disapprove                 | 17%   | 18% | 15% | 17% | 17% | 16% |
| Strongly disapprove                 | 45%   | 14% | 46% | 71% | 17% | 71% |
| Don't know/Refused<br>(DO NOT READ) | 2%    | 1%  | 4%  | 1%  | 2%  | 1%  |

[ROTATE Q.13-14]

13. Do you approve or disapprove of the way George W. Bush is handling the situation in Iraq? Do you approve/disapprove strongly or somewhat?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Strongly approve                    | 17%   | 37% | 14% | 2%  | 35% | 3%  |
| Somewhat approve                    | 17%   | 31% | 18% | 5%  | 29% | 7%  |
| Somewhat disapprove                 | 14%   | 13% | 17% | 12% | 16% | 10% |
| Strongly disapprove                 | 49%   | 16% | 46% | 79% | 17% | 79% |
| Don't know/Refused<br>(DO NOT READ) | 3%    | 3%  | 4%  | 1%  | 3%  | 1%  |

14. Do you approve or disapprove of the way George W. Bush is handling the nation's economy? Do you approve/disapprove strongly or somewhat?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Strongly approve                    | 9%    | 18% | 6%  | 3%  | 18% | 3%  |
| Somewhat approve                    | 19%   | 38% | 18% | 5%  | 36% | 5%  |
| Somewhat disapprove                 | 20%   | 20% | 24% | 18% | 22% | 18% |
| Strongly disapprove                 | 48%   | 18% | 47% | 72% | 19% | 73% |
| Don't know/Refused<br>(DO NOT READ) | 4%    | 6%  | 5%  | 2%  | 6%  | 1%  |

15. And do you approve or disapprove of the way Congress is handling its job? Do you approve/disapprove strongly or somewhat?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Strongly approve                    | 3%    | 3%  | 1%  | 4%  | 2%  | 4%  |
| Somewhat approve                    | 20%   | 19% | 19% | 23% | 18% | 23% |
| Somewhat disapprove                 | 30%   | 25% | 23% | 37% | 23% | 36% |
| Strongly disapprove                 | 42%   | 50% | 52% | 29% | 53% | 31% |
| Don't know/Refused<br>(DO NOT READ) | 6%    | 3%  | 5%  | 7%  | 4%  | 6%  |

16. Thinking now about primary elections for national, state, and local office, for which party's candidates do you typically vote in primary elections for national, state and local office - the Democratic Party candidates or the Republican Party candidates?

|  | TOTAL | Rep | Ind | Dem | RPV  | DPV  |
|--|-------|-----|-----|-----|------|------|
| Vote in the<br>Democratic primary                | 43%   | 5%  | 19% | 88% | -    | 100% |
| Vote in the<br>Republican primary                | 39%   | 89% | 29% | 4%  | 100% | -    |
| Vote in other primary<br>(DO NOT READ)           | 5%    | 2%  | 15% | 2%  | -    | -    |
| Don't vote in primary<br>elections (DO NOT READ) | 3%    | 2%  | 9%  | 1%  | -    | -    |
| Don't know/Refused<br>(DO NOT READ)              | 11%   | 3%  | 29% | 5%  | -    | -    |

[ASK Q.17-18 ONLY IF Q16=VOTE IN THE REPUBLICAN PRIMARY; N=311; MoE = +/-5.6%]

17. Are you satisfied that John McCain is the Republican nominee, or would you have preferred that the Republican Party nominated someone else?

|                                  | RPV |
|----------------------------------|-----|
| Preferred someone else           | 52% |
| Satisfied with John McCain       | 44% |
| Don't know/Refused (DO NOT READ) | 4%  |

18. Which best describes your reaction to John McCain winning the Republican nomination for president, -- You will vote for him enthusiastically in November; You will vote for him, but mainly as a vote against the Democratic candidate; You will vote for the Democratic candidate; or You will stay home on Election Day and not vote?

|  | RPV |
|--|-----|
| You will vote for him enthusiastically in November                           | 38% |
| You will vote for him, but mainly as a vote against the Democratic candidate | 40% |
| You will vote for the Democratic candidate                                   | 7%  |
| You will stay home on Election Day and not vote                              | 4%  |
| Don't know/Refused (DO NOT READ)   | 11% |

[ASK Q.19-Q.24 ONLY IF Q16=VOTE IN THE DEMOCRATIC PRIMARY; N=342; MoE = +/-5.3%]

19. If the 2008 Democratic presidential primary were held today, whom would you support if the candidates were...? (IF "ALL," ASK:) If you absolutely had to choose, which one person would you support?

DPV

|                      |     |
|----------------------|-----|
| Barack Obama         | 50% |
| Hillary Clinton      | 38% |
| Other (SPECIFY)      |     |
| (DO NOT READ)        | 1%  |
| All of the above     |     |
| (DO NOT READ)        | 1%  |
| None of the above    |     |
| (DO NOT READ)        | 4%  |
| Unsure (DO NOT READ) | 6%  |

20. How satisfied would you be if Barack Obama wins the Democratic nomination for President?

DPV

|                      |     |
|----------------------|-----|
| Very satisfied       | 46% |
| Somewhat satisfied   | 31% |
| Not very satisfied   | 8%  |
| Not at all satisfied | 10% |
| Don't know/Refused   |     |
| (DO NOT READ)        | 5%  |

21. How satisfied would you be if Hillary Clinton wins the Democratic nomination for President?

DPV

|                      |     |
|----------------------|-----|
| Very satisfied       | 37% |
| Somewhat satisfied   | 38% |
| Not very satisfied   | 12% |
| Not at all satisfied | 11% |
| Don't know/Refused   |     |
| (DO NOT READ)        | 3%  |

22. If Barack Obama wins the Democratic nomination for president, which would best describe your reaction -- You would vote for him enthusiastically in November; You would vote for him, but mainly as a vote against the Republican candidate; You would vote for the Republican candidate; or You would stay home on Election Day and not vote?

DPV

|   |     |
|---|-----|
| You would vote for him enthusiastically in November                           | 56% |
| You would vote for him, but mainly as a vote against the Republican candidate | 22% |
| You would vote for the Republican candidate                                   | 9%  |
| You would stay home on Election Day and not vote                              | 7%  |
| Don't know/Refused (DO NOT READ)  | 6%  |

23. If Hillary Clinton wins the Democratic nomination for president, which would best describe your reaction -- You would vote for her enthusiastically in November; You would vote for her, but mainly as a vote against the Republican candidate; You would vote for the Republican candidate; or You would stay home on Election Day and not vote?

DPV

|   |     |
|---|-----|
| You would vote for her enthusiastically in November                           | 49% |
| You would vote for her, but mainly as a vote against the Republican candidate | 30% |
| You would vote for the Republican candidate                                   | 10% |
| You would stay home on Election Day and not vote                              | 7%  |
| Don't know/Refused (DO NOT READ)  | 3%  |

24. In thinking about how the Democratic nominee for President will be chosen, which of the following two statements comes closer to your point of view? (READ AND ROTATE)

Statement A: The Democratic Party should nominate for President whichever candidate has won the most delegates by the end of the primaries and caucuses, even if this means nominating a candidate who is less likely to win the general election in November than a different candidate.

Statement B: The Democratic Party should nominate for President whichever candidate has the best chance of winning the general election for President in November, even if this means nominating a candidate who won fewer delegates in the primaries and caucuses than a different candidate.

(IF "BOTH," ASK:) I understand that you feel that they are both important, but if you had to choose the ONE statement that comes closer to your point of view, which would you choose?

|                                     | DPV |
|-------------------------------------|-----|
| Statement A                         | 48% |
| Statement B                         | 43% |
| Neither (DO NOT READ)               | 3%  |
| Don't know/Refused<br>(DO NOT READ) | 5%  |

[ASK ALL]

25. Now thinking about the next election for president in 2008, if the election for U.S. President were held today, would you be voting for the (ROTATE) Democratic candidate or the Republican candidate?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Democratic candidate                | 46%   | 11% | 30% | 86% | 12% | 86% |
| Republican candidate                | 38%   | 81% | 34% | 6%  | 79% | 7%  |
| Neither (DO NOT READ)               | 5%    | 3%  | 15% | 2%  | 3%  | 2%  |
| Don't Know/Refused<br>(DO NOT READ) | 10%   | 6%  | 21% | 6%  | 7%  | 5%  |

26. And, regardless of how you plan to vote, who do you think has the best chance of winning the next election for president in 2008, the Democratic candidate or the Republican candidate?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Democratic candidate                | 50%   | 29% | 37% | 76% | 28% | 77% |
| Republican candidate                | 33%   | 53% | 35% | 14% | 56% | 14% |
| Neither (DO NOT READ)               | 3%    | 2%  | 8%  | *   | 2%  | *   |
| Don't Know/Refused<br>(DO NOT READ) | 14%   | 15% | 20% | 9%  | 14% | 9%  |

[ROTATE Q.27-30]

27. Now, suppose the general election for president in 2008 were being held today between (ROTATE) Republican John McCain and Democrat Hillary Clinton, for whom would you vote? (IF UNDECIDED/REFUSED, ASK:) Which way would you lean as of today?

|                   | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------|-------|-----|-----|-----|-----|-----|
| McCain            | 48%   | 86% | 54% | 12% | 85% | 16% |
| Lean McCain       | 2%    | 3%  | 2%  | 2%  | 3%  | 1%  |
| Clinton           | 39%   | 7%  | 23% | 76% | 5%  | 74% |
| Lean Clinton      | 2%    | *   | 1%  | 4%  | 1%  | 3%  |
| Undecided         | 7%    | 3%  | 16% | 4%  | 4%  | 4%  |
| Refused to answer | 3%    | 1%  | 5%  | 2%  | 1%  | 2%  |

28. Now, suppose the general election for president in 2008 were being held today between (ROTATE) Republican John McCain and Democrat Barack Obama, for whom would you vote?(IF UNDECIDED/ REFUSED, ASK:) Which way would you lean as of today?

|                   | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------|-------|-----|-----|-----|-----|-----|
| McCain            | 44%   | 82% | 44% | 13% | 78% | 15% |
| Lean McCain       | 2%    | 3%  | 2%  | 2%  | 2%  | 2%  |
| Obama             | 42%   | 10% | 32% | 75% | 11% | 75% |
| Lean Obama        | 2%    | *   | 2%  | 3%  | *   | 3%  |
| Undecided         | 8%    | 4%  | 14% | 6%  | 8%  | 4%  |
| Refused to answer | 2%    | 1%  | 5%  | 1%  | 1%  | 2%  |

29. Now, suppose the general election for president in 2008 were being held today between (ROTATE) Republican John McCain, Democrat Hillary Clinton, and Independent Ralph Nader, for whom would you vote?(IF UNDECIDED/REFUSED, ASK:) Which way would you lean as of today?

|                   | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------|-------|-----|-----|-----|-----|-----|
| McCain            | 44%   | 85% | 42% | 11% | 81% | 12% |
| Lean McCain       | 2%    | 2%  | 5%  | 2%  | 3%  | 1%  |
| Clinton           | 38%   | 7%  | 24% | 74% | 7%  | 72% |
| Lean Clinton      | 1%    | -   | 2%  | 2%  | *   | 1%  |
| Nader             | 4%    | 1%  | 7%  | 4%  | 2%  | 6%  |
| Lean Nader        | 1%    | *   | 1%  | *   | 1%  | *   |
| Undecided         | 7%    | 4%  | 14% | 5%  | 5%  | 6%  |
| Refused to answer | 3%    | 1%  | 5%  | 2%  | 1%  | 3%  |

30. Now, suppose the general election for president in 2008 were being held today between (ROTATE) Republican John McCain, Democrat Barack Obama, and Independent Ralph Nader, for whom would you vote? (IF UNDECIDED/ REFUSED, ASK:) Which way would you lean as of today?

|                   | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------|-------|-----|-----|-----|-----|-----|
| McCain            | 43%   | 82% | 41% | 13% | 76% | 15% |
| Lean McCain       | 2%    | 2%  | 3%  | 2%  | 2%  | 1%  |
| Obama             | 39%   | 9%  | 29% | 71% | 10% | 70% |
| Lean Obama        | 2%    | *   | 3%  | 3%  | 1%  | 3%  |
| Nader             | 3%    | 2%  | 4%  | 2%  | 2%  | 2%  |
| Lean Nader        | *     | -   | 1%  | *   | -   | 1%  |
| Undecided         | 8%    | 4%  | 14% | 7%  | 7%  | 6%  |
| Refused to answer | 3%    | 1%  | 4%  | 2%  | 1%  | 1%  |

31. Do you think the fact that the Democratic candidates for President are continuing to campaign while the Republican nomination is already settled will ultimately (ROTATE) hurt the chances of the Democratic nominee winning the general election in November, help the chances of the Democratic nominee winning the general election in November, or not make much difference?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Hurt the Democratic nominee         | 33%   | 45% | 31% | 25% | 42% | 25% |
| Help the Democratic nominee         | 14%   | 8%  | 11% | 21% | 10% | 19% |
| Not make much difference            | 46%   | 40% | 53% | 49% | 43% | 51% |
| Don't know/Refused<br>(DO NOT READ) | 7%    | 7%  | 4%  | 6%  | 5%  | 5%  |

[SPLIT SAMPLE Q.32-33]

32a. Which candidate - (ROTATE) John McCain, Hillary Clinton, or Barack Obama - do you think would do the best job handling the nation's security?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| John McCain                         | 48%   | 86% | 51% | 14% | 86% | 15% |
| Barack Obama                        | 23%   | 6%  | 19% | 39% | 7%  | 38% |
| Hillary Clinton                     | 19%   | 3%  | 11% | 38% | 2%  | 38% |
| None of them (DO NOT READ)          | 2%    | 1%  | 7%  | 1%  | -   | 2%  |
| Don't know/Refused<br>(DO NOT READ) | 8%    | 5%  | 12% | 8%  | 5%  | 8%  |

32b. Which political party - (ROTATE) the Democrats or the Republicans - do you think would do the best job handling the nation's security?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Republicans                         | 43%   | 88% | 37% | 10% | 85% | 11% |
| Democrats                           | 40%   | 3%  | 25% | 80% | 4%  | 79% |
| Neither (DO NOT READ)               | 4%    | 5%  | 7%  | 1%  | 5%  | 1%  |
| Don't know/Refused<br>(DO NOT READ) | 13%   | 4%  | 31% | 9%  | 6%  | 9%  |

33a. Which candidate - (ROTATE) John McCain, Hillary Clinton, or Barack Obama - do you think would do the best job handling the nation's economy?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| John McCain                         | 35%   | 66% | 37% | 8%  | 67% | 6%  |
| Barack Obama                        | 31%   | 10% | 23% | 52% | 14% | 51% |
| Hillary Clinton                     | 20%   | 8%  | 16% | 33% | 6%  | 35% |
| None of them (DO NOT READ)          | 5%    | 6%  | 11% | 1%  | 5%  | 2%  |
| Don't know/Refused<br>(DO NOT READ) | 9%    | 10% | 12% | 6%  | 8%  | 6%  |

33b. Which political party - (ROTATE) the Democrats or the Republicans - do you think would do the best job handling the nation's economy?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Democrats                           | 54%   | 10% | 58% | 90% | 16% | 90% |
| Republicans                         | 33%   | 76% | 19% | 5%  | 70% | 5%  |
| Neither (DO NOT READ)               | 4%    | 7%  | 3%  | 1%  | 5%  | 1%  |
| Don't know/Refused<br>(DO NOT READ) | 10%   | 6%  | 21% | 4%  | 9%  | 5%  |

[ASK Q.34-35 ONLY IF Q16=VOTE IN THE DEMOCRATIC PRIMARY; N=342; MoE = +/-5.3%]

[ROTATE Q.34-35]

34. From what you know about the campaign so far, would you say Barack Obama has been attacking Hillary Clinton unfairly, or not?

|  | DPV |
|--|-----|
| Yes, has been attacking Clinton unfairly | 22% |
| No, has not                              | 70% |
| Don't know/Refused (DO NOT READ)         | 9%  |

35. From what you know about the campaign so far, would you say Hillary Clinton has been attacking Barack Obama unfairly, or not?

|  | DPV |
|--|-----|
| Yes, has been attacking Obama unfairly | 49% |
| No, has not                            | 41% |
| Don't know/Refused (DO NOT READ)       | 11% |

36. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else? (IF REPUBLICAN OR DEMOCRAT ASK:) Do you consider yourself a strong (Republican/Democrat) or not so strong (Republican/Democrat)? (IF INDEPENDENT ASK:) Would you say that you lean toward Republicans or more toward the Democrats?

|                                     | TOTAL | Rep | Ind  | Dem | RPV | DPV |
|-------------------------------------|-------|-----|------|-----|-----|-----|
| Strong Republican                   | 19%   | 55% | -    | -   | 45% | 1%  |
| Not so strong Republican            | 9%    | 28% | -    | -   | 20% | 2%  |
| Independent, leans Republican       | 6%    | 17% | -    | -   | 12% | *   |
| Independent                         | 20%   | -   | 100% | -   | 15% | 9%  |
| Independent, leans Democratic       | 8%    | -   | -    | 20% | 2%  | 15% |
| Not so strong Democrat              | 9%    | -   | -    | 21% | 2%  | 17% |
| Strong Democratic                   | 25%   | -   | -    | 59% | 1%  | 55% |
| Other (SPECIFY)<br>(DO NOT READ)    | 1%    | -   | -    | -   | 2%  | -   |
| Don't know/Refused<br>(DO NOT READ) | 3%    | -   | -    | -   | 1%  | 2%  |

37. Do you consider yourself very liberal, somewhat liberal, moderate, somewhat conservative, very conservative or haven't you thought much about this? (IF MODERATE ASK:) Do you tend to lean toward the liberal or conservative side?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Very liberal                        | 7%    | 2%  | 1%  | 14% | 1%  | 14% |
| Somewhat liberal                    | 14%   | 4%  | 16% | 22% | 6%  | 21% |
| Moderate, leans liberal             | 5%    | 2%  | 2%  | 10% | 2%  | 9%  |
| Moderate                            | 18%   | 11% | 26% | 21% | 12% | 21% |
| Moderate, leans conservative        | 6%    | 8%  | 6%  | 4%  | 8%  | 4%  |
| Somewhat conservative               | 21%   | 31% | 24% | 13% | 30% | 14% |
| Very conservative                   | 18%   | 37% | 11% | 5%  | 37% | 4%  |
| Don't know/Refused<br>(DO NOT READ) | 10%   | 5%  | 13% | 12% | 5%  | 14% |

38. In talking to people about elections, we often find that a lot of people are not able to vote because they are sick or they just do not have the time. With that in mind, were you able to vote in the 2004 election for President of the United States and other offices?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Yes, voted                          | 88%   | 91% | 86% | 86% | 90% | 86% |
| No, did not vote                    | 12%   | 8%  | 14% | 13% | 9%  | 13% |
| Don't know/Refused<br>(DO NOT READ) | 1%    | 1%  | -   | *   | 1%  | *   |

[ASK Q.39 ONLY IF Q.38=YES VOTED]

39. And for whom did you vote in this most recent 2004 presidential election? (OPEN-END, PRE-CODE)

|                    | TOTAL | Rep | Ind | Dem | RPV | DPV |
|--------------------|-------|-----|-----|-----|-----|-----|
| George Bush        | 48%   | 86% | 51% | 14% | 87% | 15% |
| John Kerry         | 30%   | 4%  | 22% | 57% | 5%  | 56% |
| Ralph Nader        | 1%    | *   | 2%  | *   | -   | 1%  |
| Other              | 7%    | 2%  | 6%  | 12% | 2%  | 11% |
| Don't know/Refused | 14%   | 7%  | 19% | 16% | 5%  | 17% |

40. What is your marital status? Are you . . .

|           | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-----------|-------|-----|-----|-----|-----|-----|
| Single    | 16%   | 11% | 16% | 21% | 14% | 21% |
| Married   | 63%   | 73% | 58% | 56% | 71% | 57% |
| Divorced  | 9%    | 5%  | 12% | 11% | 5%  | 10% |
| Separated | 1%    | *   | *   | 2%  | *   | 1%  |
| Widowed   | 11%   | 10% | 13% | 11% | 10% | 10% |

41. How many children under the age of 18, if any, do you have living at home?

|              | TOTAL | Rep | Ind | Dem | RPV | DPV |
|--------------|-------|-----|-----|-----|-----|-----|
| None         | 71%   | 64% | 76% | 75% | 67% | 73% |
| One          | 13%   | 15% | 8%  | 13% | 15% | 13% |
| Two          | 10%   | 13% | 11% | 6%  | 11% | 7%  |
| Three        | 4%    | 4%  | *   | 5%  | 4%  | 5%  |
| Four or more | 2%    | 3%  | 3%  | 1%  | 3%  | 2%  |

42. What is your age please?

|                    | TOTAL | Rep | Ind | Dem | RPV | DPV |
|--------------------|-------|-----|-----|-----|-----|-----|
| 18-24              | 4%    | 6%  | -   | 6%  | 6%  | 5%  |
| 25-34              | 9%    | 11% | 6%  | 9%  | 10% | 11% |
| 35-44              | 13%   | 15% | 11% | 13% | 13% | 13% |
| 45-54              | 18%   | 20% | 17% | 17% | 21% | 18% |
| 55-64              | 23%   | 17% | 26% | 26% | 20% | 25% |
| 65-74              | 17%   | 18% | 21% | 14% | 17% | 14% |
| 75 +               | 12%   | 11% | 13% | 12% | 10% | 12% |
| Don't know/Refused | 3%    | 3%  | 5%  | 2%  | 2%  | 3%  |

43. What is the last grade of formal education you have completed?

|                                    | TOTAL | Rep | Ind | Dem | RPV | DPV |
|------------------------------------|-------|-----|-----|-----|-----|-----|
| Less than high school              | 6%    | 3%  | 8%  | 7%  | 3%  | 8%  |
| High school graduate               | 27%   | 22% | 21% | 34% | 22% | 34% |
| Some college/<br>vocational school | 25%   | 27% | 29% | 24% | 27% | 24% |
| College graduate                   | 28%   | 34% | 28% | 22% | 33% | 23% |
| Post graduate                      | 13%   | 14% | 14% | 12% | 15% | 11% |

44. And please tell me which of the following categories applies to your total household income for 2007:

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Less than \$15,000                  | 7%    | 4%  | 7%  | 9%  | 3%  | 10% |
| \$15,000-less than \$30,000         | 15%   | 7%  | 22% | 18% | 11% | 18% |
| \$30,000-less than \$50,000         | 16%   | 12% | 10% | 22% | 12% | 21% |
| \$50,000-less than \$75,000         | 18%   | 21% | 17% | 17% | 21% | 16% |
| \$75,000-less than \$100,000        | 14%   | 16% | 12% | 13% | 16% | 13% |
| \$100,000-less than \$200,000       | 10%   | 15% | 11% | 6%  | 14% | 7%  |
| \$200,000 or more                   | 3%    | 6%  | 2%  | 2%  | 5%  | 2%  |
| Don't know/Refused<br>(DO NOT READ) | 17%   | 18% | 20% | 12% | 18% | 13% |

45. For statistical purposes only, could you please tell me your ethnic background?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| White/Caucasian                     | 75%   | 86% | 74% | 65% | 85% | 63% |
| Hispanic/Latino                     | 8%    | 7%  | 9%  | 8%  | 8%  | 9%  |
| African-American/Black              | 11%   | 1%  | 6%  | 24% | 1%  | 24% |
| Asian-American/Asian                | 2%    | 2%  | 1%  | 1%  | 2%  | 1%  |
| Native American                     | 1%    | 2%  | 2%  | 1%  | 1%  | 1%  |
| Don't know/Refused<br>(DO NOT READ) | 3%    | 2%  | 6%  | 1%  | 3%  | 1%  |

46. Would you describe yourself as "born-again" or evangelical?

|                                     | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-------------------------------------|-------|-----|-----|-----|-----|-----|
| Yes                                 | 40%   | 46% | 34% | 39% | 45% | 40% |
| No                                  | 52%   | 48% | 59% | 54% | 47% | 55% |
| Don't know/Refused<br>(DO NOT READ) | 7%    | 7%  | 7%  | 7%  | 8%  | 6%  |

A. Gender (BY OBSERVATION)

|        | TOTAL | Rep | Ind | Dem | RPV | DPV |
|--------|-------|-----|-----|-----|-----|-----|
| Male   | 47%   | 50% | 51% | 41% | 52% | 42% |
| Female | 53%   | 50% | 49% | 59% | 48% | 58% |

B. REGION (BY PREFIX)

|           | TOTAL | Rep | Ind | Dem | RPV | DPV |
|-----------|-------|-----|-----|-----|-----|-----|
| West      | 20%   | 24% | 18% | 17% | 26% | 17% |
| South     | 36%   | 35% | 37% | 37% | 34% | 39% |
| Midwest   | 26%   | 26% | 26% | 26% | 25% | 26% |
| Northeast | 18%   | 15% | 19% | 19% | 15% | 18% |