
DIAGEO/ HOTLINE NATIONAL SURVEY
Nationally Representative Sample of 800 Registered Voters
Overall Margin of Error = +/- 3.5%
November 6-9, 2008

Screener

Hello, my name is _____. I'm calling from FD, a national research firm. This is not a sales call and I won't ask you for a contribution or donation. We're talking with people like yourself today about some important issues in your area, and would like to ask you a few questions on a confidential basis.

A. Gender

<u>Gender</u>	Total
Male	48%
Female	52%

B. RECORD REGION

<u>Region</u>	Total
Midatlantic (DC, DE, MD, PA, VA, NJ)	13%
Midwest (IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, OK, SD, WI)	27%
Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	6%
Northeast (CT, MA, ME, NH, NY, RI, VT)	12%
Pacific (AK, CA, HI, OR, WA)	14%
South (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, TX, WV)	28%

C. Would state records show that you are CURRENTLY registered to vote?

<u>Registered to Vote</u>	Total
Yes	100%
No	0%
Don't Know/Refused	0%

Direction of the Country/ Key Figures/Institutions

1. And, 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?

Direction of Country	Total
Right direction	30%
Wrong track	59%
Neither	4%
Don't Know/Refused	6%

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

Bush Approval/Disapproval	Total
Strongly approve	12%
Somewhat approve	18%
TOTAL APPROVE	29%
Somewhat disapprove	16%
Strongly disapprove	49%
TOTAL DISAPPROVE	65%
Don't know / Refused	6%

Please tell me if you have a favorable or unfavorable opinion of the following national public figures. If you haven't heard of them, just tell me and we'll move on. [IF FAVORABLE OR UNFAVORABLE, ASK:] Would you say you have a strongly favorable/unfavorable opinion or a somewhat favorable/unfavorable opinion?

Favorable/Unfavorable Opinions	3. John McCain	4. Barack Obama	5. Nancy Pelosi	6. Harry Reid
Strongly favorable	23%	45%	10%	3%
Somewhat favorable	35%	20%	21%	9%
Total FAV	58%	65%	31%	12%
Somewhat unfavorable	19%	10%	10%	7%
Strongly unfavorable	19%	18%	30%	15%
Total UNFAV	38%	28%	40%	22%
Heard of but can't rate	2%	4%	9%	13%
Haven't heard of	*	*	17%	49%
Don't know/Refused	2%	3%	2%	4%

Voting

Now, switching gears a little bit...

7. Did you happen to register to vote for the first time this year?

<u>Register to Vote</u>	Total
Yes	13%
No	87%

8. A lot of people have been telling us they didn't get a chance to vote in the elections on Tuesday. How about you... did things come up that kept you from voting, or did you happen to vote?

<u>Voted/Didn't Vote</u>	Total
Voted	95%
Things Came Up	5%

(ASKED ONLY OF N=761 Respondents Who Indicated They Voted)
(Margin of Error = +/- 3.6%)

9. Was this year the first time you voted in an election, or have you voted in elections in past years?

<u>First Time Voting</u>	Total
Yes, first-time vote	15%
No	85%

(ASKED ONLY OF N=761 Respondents Who Indicated They Voted)
(Margin of Error = +/- 3.6%)

10. And in the presidential election on Tuesday, did you vote for...?

<u>Candidate</u>	Total
The Republican ticket of John McCain and Sarah Palin	40%
The Democratic ticket of Barack Obama and Joe Biden	51%
Other	3%
Don't Know / Refused	5%

(ASKED ONLY OF N=761 Respondents Who Indicated They Voted)
 (Margin of Error = +/- 3.6%)

11. Most people cast their votes on Election Day this year, but many were able to vote before Election Day by absentee ballot or what is called early voting. What about you? Did you vote ON Election Day or BEFORE Election DAY by absentee ballot, vote by mail or through early voting?

<u>Cast Ballot</u>	Total
On Election Day	70%
By Absentee, Mail or Early Voting	30%
Don't Know / Refused	*

(ASKED ONLY OF N=719 Respondents Who Indicated They Voted)
 (Margin of Error = +/- 3.7%)

12. When did you make up your mind definitely to vote for (the candidate you voted for)?

<u>Decide which Candidate to Vote for</u>	Total
On Election Day	4%
During the last few days before the election	7%
During the last two weeks in October	6%
During the first two weeks in October	7%
In September	15%
Before September	62%

Vote Drivers

(ASKED ONLY OF N=761 Respondents Who Indicated They Voted)
 (Margin of Error = +/- 3.6%)

13. And, which ONE of the following issues was MOST important to you when you decided how to vote for president?

Most Important Issue	Total
The Economy	47%
Moral and social values	21%
The War in Iraq	12%
Healthcare	6%
Other	5%
America's Energy Policies	4%
Don't Know / Refused	4%

(ASKED ONLY OF N=361 Respondents Who Indicated "The Economy" Was The Most Important Issue)
 (Margin of Error = +/- 5.2%)

14. I am going to read you a short list of some areas of the economy people are most concerned about. Please tell me which one concerns you MOST...

Concerns	Total
The crisis in the financial markets	28%
Health care costs for you or your family	13%
Saving for retirement	13%
The cost of gas and home utilities	12%
Someone in your household losing their job	9%
Declining value of your home/ housing market	7%
Education costs for you or your family	6%
Paying monthly mortgage or rent	5%
Credit card debt	2%
Don't Know	3%
Refused	1%

Presidential Priorities

Thinking some more specifically about President-Elect Barack Obama...

15. Overall, how confident are you that Barack Obama will be able to bring real change to the way things are done in Washington, D.C.? Are you...

<u>Confidence in Obama</u>	Total
Very Confident	34%
Somewhat Confident	32%
TOTAL CONFIDENT	66%
Not too Confident	15%
Not At All Confident	16%
TOTAL NOT CONFIDENT	31%
Don't Know	3%
Refused	*

16. And, thinking about the kind of leadership you want from Barack Obama, which comes closer to your opinion...

<u>Opinions on Leadership</u>	Total
He should cooperate with the other party, even if that means he has to compromise on what he wants to do.	58%
He should seek to implement his agenda with as few changes as possible, even if that means conflict with the Republicans	33%
Don't Know / Refused	9%

17. And, when it comes to who Barack Obama selects to serve in his Presidential cabinet and as his close advisors, would you like to see him...

<u>Cabinet and Advisors</u>	Total
Surround himself with an even mix of Democrats and Republicans	61%
Surround himself with mostly Democrats but a few Republicans	24%
Surround himself with only Democrats	6%
Don't Know / Refused	9%

18. And, which ONE of the following issues do you think should be the TOP domestic priority of Barack Obama and the Congress and Senate...

<u>TOP Domestic Priority</u>	Total
ENERGY. An “energy” plan to reduce America’s dependence on foreign sources of energy and create new high-tech jobs.	24%
FINANCIAL MARKET REGULATION. Oversight and regulation of the financial sector and financial markets to ensure the financial markets work better and fairer.	22%
TAX CUT. A tax-cut for families, individuals and businesses making less than \$250,000 a year to help middle-class Americans.	21%
NATIONAL HEALTH CARE. A national health care plan to provide more Americans with health insurance and reduce health care costs.	15%
INFRASTRUCTURE. An “infrastructure” plan to increase spending on re-building roads, bridges, highways and create new construction, engineering and manufacturing jobs.	8%
Don’t Know / Refused	9%

Psychographics/Demographics

I only have a few more questions for statistical purposes....

19. In what year were you born?

<u>Age</u>	Total
18-29	18%
30-44	30%
45-54	17%
55-64	17%
65+	17%
Don't Know / Refused	1%

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

<u>Marital Status</u>	Total
Single	20%
Married	64%
Divorced	7%
Separated	1%
Widowed	8%
Don't Know / Refused	1%

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

<u>Education</u>	Total
Less than high school	4%
High school graduate	24%
Some college/vocational school	27%
College graduate	31%
Post graduate	14%
Don't Know / Refused	1%

22. 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?

<u>Political Party</u>	Total
Strong Republican	17%
Not so strong Republican	12%
TOTAL REPUBLICAN	29%
Independent, leans Republican	4%
Independent	17%
Independent, leans Democratic	7%
TOTAL INDEPENDENT	28%
Not so strong Democrat	12%
Strong Democratic	26%
TOTAL DEMOCRATIC	39%
Other	2%
Don't Know / Refused	3%

23. 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?

<u>Ideology</u>	Total
Very liberal	8%
Somewhat liberal	17%
TOTAL LIBERAL	25%
Moderate, leans liberal	6%
Moderate	17%
Moderate, leans conservative	6%
TOTAL MODERATE	29%
Somewhat conservative	21%
Very conservative	18%
TOTAL CONSERVATIVE	38%
Don't Know / Refused	8%

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

<u>Ethnicity</u>	Total
White/Caucasian	75%
Hispanic/Latino	8%
African-American/Black	12%
Asian-American/Asian	2%
Native American	1%
Other (Specify)	1%
Don't Know / Refused	1%

25. How would you describe your religious affiliation?

<u>Religious Affiliation</u>	Total
Protestant (Episcopal, Methodist, Baptist, Lutheran, Presbyterian, etc.)	44%
Catholic	21%
Other (Specify)	13%
Atheist/Agnostic	10%
No affiliation	2%
Jewish	1%
Muslim/Islamic	1%
Buddhist	1%
Mormon	1%
Don't Know / Refused	6%

That completes our survey. Thank you very much for your time and cooperation, and have a pleasant (day/evening).