



FD DIAGEO/ HOTLINE NATIONAL SURVEY PARTIAL RESULTS RELEASE

National Sample of 800 Registered Voters

March 26-March 29, 2009

Overall Margin of Error = +/- 3.5%

NOTE: Due to rounding, "totals" for categories may not necessarily equals sums of categories.

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

<u>Region</u>	Total
Midatlantic	13%
Midwest	27%
Mountain	6%
Northeast	12%
Pacific	13%
South	29%

In what year were you born?

<u>Age</u>	Total
18-29	18%
30-44	28%
45-54	19%
55-64	18%
65+	17%
Refused	1%

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

<u>Registered to Vote</u>	Total
Yes	100%



Direction of the Country/ Most Important Issue/ Key Figures/Institutions

1. And, to start with, 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?

<u>Direction of Country</u>	Total
Wrong track	49%
Right direction	39%
Neither	5%
Don't Know / Refused	7%

2. And, in your opinion, what would you say is the most important issue facing the U.S. today?

<u>Most Important Issue</u>	Total
Economy	85%
Moral/Social Issues	7%
Foreign Policy	5%
Health care	4%

3. As you may know, economists generally agree that the country is now in a recession. Roughly how long do you think it will take before the economy comes out of recession and is back on track?
(ROTATED)

<u>Recession Length</u>	Total
Less than 12 months	7%
More than 12 months but less than 2 years	24%
Between 2 and 4 years	40%
More than 4 years	23%
Don't Know / Refused	6%



Now, I'd like to ask your opinions on public figures and organizations in the news...

First, I'd like to read you a list of various national public figures, and for each one, please tell me if you have a favorable or unfavorable opinion of them. If you haven't heard of them, just tell me and we'll move on. Would you say you have a strongly favorable/unfavorable opinion or a somewhat favorable/unfavorable opinion? (RANDOMIZED)

<u>Images of Public Figures/ Institutions</u>	4. Barack Obama	5. Joe Biden	6. Nancy Pelosi	7. Harry Reid	8. U.S. Sen. Chris Dodd	9. U.S. Treasury Secretary Tim Geithner	10. AIG	11. Bernie Madoff
Strongly favorable	43%	21%	9%	2%	2%	10%	1%	1%
Somewhat favorable	21%	32%	23%	12%	15%	27%	7%	3%
Total FAV	64%	53%	32%	14%	18%	37%	8%	3%
Somewhat unfavorable	10%	13%	10%	10%	13%	11%	13%	4%
Strongly unfavorable	21%	17%	32%	16%	18%	19%	67%	63%
Total UNFAV	30%	30%	42%	26%	31%	30%	80%	67%
Heard of but can't rate	5%	12%	14%	17%	26%	19%	6%	8%
Haven't heard of	*	5%	10%	38%	21%	11%	4%	18%
Don't Know / Refused	1%	2%	3%	6%	5%	3%	1%	3%

Job Approval/ Confidence

12. And, in general, do you approve or disapprove of the way Barack Obama is handling his job as president? Do you approve/disapprove strongly or somewhat?

<u>Obama Approval/ Disapproval</u>	Total
Strongly approve	37%
Somewhat approve	27%
TOTAL APPROVE	63%
Somewhat disapprove	10%
Strongly disapprove	21%
TOTAL DISAPPROVE	31%
Don't Know / Refused	6%



16. And, thinking again about Barack Obama... now that he is President, how confident are you that he will be able to bring real change to the way things are done in Washington, D.C.? Are you...(ROTATED)

<u>Confidence in Obama to bring real change</u>	Total
Very Confident	31%
Somewhat Confident	36%
TOTAL CONFIDENT	67%
Not too Confident	14%
Not At All Confident	17%
TOTAL NOT CONFIDENT	30%
Don't Know / Refused	3%

(ASKED OF HALF SAMPLE)

(N=396, MARGIN OF ERROR = +/- 4.92%)

17. And, when thinking about how President Obama and his team of economic advisors are handling the economy, how confident are you that they will be successful in turning around the economy? (ROTATED)

<u>Confidence in Economic Turnaround</u>	Total
Very Confident	20%
Somewhat Confident	41%
TOTAL CONFIDENT	61%
Not too Confident	18%
Not At All Confident	18%
TOTAL NOT CONFIDENT	37%
Don't Know / Refused	2%



(ASKED OF HALF SAMPLE)

(N=404, MARGIN OF ERROR = +/- 4.88%)

18. And, when thinking about how Treasury Secretary Tim Geithner is handling the economy, how confident are you that he will be successful in turning around the economy?
(ROTATED)

<u>Confidence in Tim Geithner</u>	Total
Very Confident	11%
Somewhat Confident	40%
TOTAL CONFIDENT	51%
Not too Confident	19%
Not At All Confident	20%
TOTAL NOT CONFIDENT	39%
Don't Know / Refused	11%

The Economy, The Stimulus Package, Bailouts & Bonuses

Now I would like to switch gears for a few minutes and ask you several questions related to the economy ...

19. First, how closely have you been paying attention to and reading about the details of the various economic plans being discussed in Washington...(ROTATED)

<u>Paying Attention to Details of Economic Plans</u>	Total
Very closely	25%
Somewhat closely	51%
TOTAL CLOSELY	75%
Not too closely	18%
Not at all closely	7%
TOTAL NOT CLOSELY	25%
Don't Know / Refused	*



20. I would like to read you two statements about government involvement in the economy and ask you which statement comes closer to your own opinion, in general? (ROTATED)

<u>Government Involvement in Economy</u>	Total
More government involvement in the economy is a GOOD IDEA because given the economic crisis, the private sector is unable to stimulate the economy and create jobs, and it is necessary for government to step in and fund programs to get the economy back on track.	49%
More government involvement in the economy is a BAD IDEA because there is too much risk that short-term stimulus programs will turn into long-term entitlement programs and efforts to regulate the economy will make the private sector inefficient and hurt the economy in the long run.	45%
Don't Know / Refused	7%



(Q22-23 ROTATED)

22. And, when thinking about the economic stimulus package passed by Congress and signed into law by the President, how confident are you that it will be successful in turning around the economy?
(ROTATED)

Confidence in Stimulus Package to Turn Around Economy	Total
Very Confident	14%
Somewhat Confident	43%
TOTAL CONFIDENT	57%
Not too Confident	21%
Not At All Confident	20%
TOTAL NOT CONFIDENT	40%
Don't Know / Refused	3%



(ASKED OF HALF SAMPLE)

(N=396, MARGIN OF ERROR = +/- 4.92%)

24. Has what you have seen, read or heard about bonuses for employees and executives of financial services companies made you (ROTATED) more likely or less likely to support government programs to spend money to financially help companies in other industries?

<u>Support Government Bailout Programs</u>	Total
More Likely	11%
Less Likely	63%
No Difference	15%
It Depends on the Industry	5%
Don't Know / Refused	7%

(ASKED OF HALF SAMPLE)

(N=404, MARGIN OF ERROR = +/- 4.88%)

25. Has what you have seen, read or heard about bonuses for employees and executives of financial services companies made you (ROTATED) more likely or less likely to support increased government oversight and regulation of companies in the financial sector?

<u>Support Government Oversight and Regulation</u>	Total
More Likely	46%
Less Likely	34%
No Difference	10%
It Depends on the Company	3%
Don't Know / Refused	8%



Psychographics/Demographics

I only have a few more questions for statistical purposes and then we'll be finished....

26. First, what is the last grade of formal education you have completed?

<u>Education</u>	Total
Less than high school	3%
High school graduate	25%
Some college/vocational school	27%
College graduate	29%
Post graduate	15%
Don't Know / Refused	1%

27. And, please tell me which of the following categories best applies to your total household income for 2008...

<u>Income</u>	Total
Less than \$15,000	7%
\$15,000 to less than \$30,000	12%
\$30,000 to less than \$50,000	13%
\$50,000 to less than \$75,000	19%
\$75,000 to less than \$100,000	14%
\$100,000 to less than \$200,000	14%
\$200,000 or more	3%
Don't Know / Refused	18%



28. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

<u>Political Party</u>	Total
Strong Republican	17%
Not so strong Republican	10%
TOTAL REPUBLICAN	36%
Independent, leans Republican	9%
Independent	19%
Independent, leans Democratic	7%
TOTAL INDEPENDENT	19%
Not so strong Democrat	10%
Strong Democratic	24%
TOTAL DEMOCRATIC	41%
Other	2%
Don't Know / Refused	2%

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

<u>Ethnicity</u>	Total
White/Caucasian	74%
African-American/Black	11%
Hispanic/Latino	10%
Asian-American/Asian	2%
Native American	2%
Other (Specify)	1%
Don't Know / Refused	2%