

# DIAGEO | The Hotline

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



**September 2008**

**Field Dates: August 29-31, 2008**  
**Sample Size: 805 Registered Voters**  
**Margin of Error: +/-3.5%**

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

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
Right direction	21%	38%	15%	10%
Wrong track	70%	47%	75%	86%
Neither (DO NOT READ)	6%	8%	9%	3%
Don't know/Refused (DO NOT READ)	3%	7%	1%	2%

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

	TOTAL	Rep	Ind	Dem
Economy in general	37%	28%	33%	47%
Gas/fuel/oil prices	8%	11%	10%	5%
War in Iraq - Oppose	8%	3%	10%	12%
Poor healthcare/ hospitals; high cost of health care	4%	2%	6%	5%
Unemployment/jobs	3%	2%	3%	3%
Terrorism	3%	7%	1%	1%
War in Iraq - Support	2%	3%	1%	1%

Immigration/ Illegal aliens	2%	5%	2%	*
High cost of living/ inflation	2%	2%	2%	3%
Moral values	2%	3%	3%	*
Education/ Poor education/ access to education	2%	1%	3%	1%
International issues/problems	2%	2%	1%	2%
Social Security	1%	*	*	1%
Ethics/moral/ religious/family decline; dishonesty; lack of integrity	1%	2%	1%	1%
Dissatisfaction with government/Congress/ politicians/ candidates	1%	1%	1%	2%
Environment/ pollution	1%	-	1%	1%
Taxes	1%	1%	1%	*
Corporate Corruption	1%	-	2%	-
Outsourcing of jobs/ jobs sent overseas	*	-	1%	-
Fear of war/ Feelings of fear in this country	*	1%	-	-
Abortion - Pro-life	*	1%	-	-
Crime/violence	*	-	-	*
Cost of prescription drugs	*	*	-	1%
Medicare issues	*	-	1%	-
Abortion - Pro- choice	*	*	-	-
Guns/gun control	*	*	-	-
Poverty/hunger/ homelessness	*	-	1%	*

Military base closings	*	*	*	*
School shootings/ school violence	*	-	-	*
Middle class struggling	*	-	-	*
Wage issues	*	-	-	*
Avian Flu	*	-	1%	-
Frivolous Lawsuits	*	-	-	*
Gay Marriage	*	*	-	-
Illegal drugs	*	-	1%	*
Other (SPECIFY)	11%	16%	8%	10%
Don't know/Refused	8%	8%	10%	7%

3. And, thinking about the upcoming presidential election, if you had to choose which ONE of the following issues will be MOST important to you when you decide how to vote for president?

	TOTAL	Rep	Ind	Dem
The Economy	46%	43%	44%	49%
America's Energy Policies	19%	27%	23%	10%
The War in Iraq	17%	15%	13%	22%
Healthcare	13%	10%	12%	15%
Other (SPECIFY) (DO NOT READ)	1%	2%	2%	*
Don't know/Refused (DO NOT READ)	4%	3%	5%	4%

4. 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
Strongly favorable	14%	33%	9%	3%
Somewhat favorable	17%	34%	16%	5%
Somewhat unfavorable	12%	10%	17%	11%
Strongly unfavorable	51%	18%	51%	78%
Heard of but can't rate (DO NOT READ)	3%	3%	5%	2%
Haven't heard of (DO NOT READ)	*	*	-	-
Don't know/Refused (DO NOT READ)	2%	2%	2%	1%

5. 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
Strongly favorable	21%	49%	13%	4%
Somewhat favorable	30%	39%	39%	20%
Somewhat unfavorable	18%	5%	23%	26%
Strongly unfavorable	23%	4%	12%	43%
Heard of but can't rate (DO NOT READ)	4%	2%	8%	5%
Haven't heard of (DO NOT READ)	1%	-	1%	1%
Don't know/Refused (DO NOT READ)	1%	*	3%	1%

6. 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
Strongly favorable	37%	6%	30%	68%
Somewhat favorable	23%	26%	27%	19%
Somewhat unfavorable	10%	16%	15%	2%
Strongly unfavorable	21%	44%	18%	5%
Heard of but can't rate (DO NOT READ)	6%	7%	7%	5%
Haven't heard of (DO NOT READ)	1%	1%	-	*
Don't know/Refused (DO NOT READ)	1%	1%	4%	1%

[SPLIT SAMPLE Q.7]

7a. Sarah Palin (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
Strongly favorable	14%	28%	11%	4%
Somewhat favorable	18%	25%	25%	10%
Somewhat unfavorable	6%	3%	6%	9%
Strongly unfavorable	11%	4%	7%	21%
Heard of but can't rate (DO NOT READ)	23%	17%	23%	29%
Haven't heard of (DO NOT READ)	26%	21%	28%	27%
Don't know/Refused (DO NOT READ)	2%	2%	2%	1%

7b. Joe Biden (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
Strongly favorable	21%	9%	7%	39%
Somewhat favorable	29%	21%	40%	29%
Somewhat unfavorable	14%	30%	10%	4%
Strongly unfavorable	8%	16%	9%	1%
Heard of but can't rate (DO NOT READ)	17%	15%	17%	18%
Haven't heard of (DO NOT READ)	8%	7%	13%	6%
Don't know/Refused (DO NOT READ)	3%	1%	3%	3%

8. 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
Strongly approve	12%	27%	6%	3%
Somewhat approve	20%	38%	19%	7%
Somewhat disapprove	14%	15%	19%	11%
Strongly disapprove	50%	16%	50%	78%
Don't know/Refused (DO NOT READ)	4%	4%	6%	2%

[ROTATE Q.9-10]

9. 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
Strongly approve	10%	23%	5%	1%
Somewhat approve	14%	29%	12%	3%
Somewhat disapprove	15%	16%	22%	11%
Strongly disapprove	56%	25%	54%	81%
Don't know/Refused (DO NOT READ)	6%	6%	7%	3%

10. 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
Strongly approve	2%	1%	3%	3%
Somewhat approve	16%	9%	11%	24%
Somewhat disapprove	28%	26%	21%	32%
Strongly disapprove	47%	58%	57%	33%
Don't know/Refused (DO NOT READ)	7%	5%	8%	8%

11. Thinking now about the presidential primaries that took place earlier this year, would state records show that you voted in the Democratic Primary, the Republican Primary or did you not have a chance to vote?

	TOTAL	Rep	Ind	Dem
Vote in the Democratic primary	38%	6%	27%	70%
Vote in the Republican primary	26%	63%	17%	4%
Did not vote	31%	28%	45%	24%
Vote in other primary (DO NOT READ)	1%	*	4%	*
Don't know/Refused (DO NOT READ)	3%	2%	8%	2%

[ASK Q.12 ONLY IF VOTE IN DEMOCRATIC PRIMARY, Q.11=1]

12. Which candidate did you vote for in the Democratic primary or caucus for president?

	TOTAL	Rep	Ind	Dem
Barack Obama	58%	51%	57%	60%
Hillary Clinton	32%	28%	39%	31%
Did not vote (DO NOT READ)	1%	-	-	1%
Other (SPECIFY) (DO NOT READ)	3%	6%	-	4%
None of the above (DO NOT READ)	1%	-	3%	1%
Unsure (DO NOT READ)	1%	4%	-	1%
Refused (DO NOT READ)	4%	12%	2%	2%

13. 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 Democratic candidate or the Republican candidate?

	TOTAL	Rep	Ind	Dem
Democratic candidate	47%	8%	41%	82%
Republican candidate	37%	80%	31%	8%
Neither (DO NOT READ)	4%	3%	6%	2%
Don't Know/Refused (DO NOT READ)	12%	9%	22%	8%

14. 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
Republican candidate	28%	52%	22%	11%
Democratic candidate	52%	22%	56%	77%
Neither (DO NOT READ)	4%	7%	3%	2%
Don't Know/Refused (DO NOT READ)	17%	19%	20%	10%

15. Now, suppose the general election for president in 2008 were being held today between 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
McCain	36%	79%	30%	6%
Lean McCain	3%	6%	3%	1%
Obama	45%	8%	37%	80%
Lean Obama	3%	1%	5%	4%
Undecided	8%	5%	17%	6%
Refused to answer (DO NOT READ)	4%	1%	8%	2%

16. As you may know, the Democratic Party convention took place from August 25-28 in Denver, Colorado. How much of the Democratic convention did you watch on TV - all or most of it, some of it, only a little of it, or none at all?

	TOTAL	Rep	Ind	Dem
All or most of it	30%	23%	18%	43%
Some of it	25%	21%	32%	25%
Only a little bit of it	23%	26%	25%	20%
Not at all	21%	30%	25%	12%
Don't Know/Refused (DO NOT READ)	*	-	-	1%

17. Are you satisfied that Sarah Palin is the Republican vice presidential nominee, or would you have preferred that John McCain had selected someone else?

	TOTAL	Rep	Ind	Dem
Satisfied with Palin	42%	59%	41%	29%
Preferred someone else	25%	18%	24%	32%
Don't know/Refused (DO NOT READ)	32%	23%	34%	39%

[ASK Q.18 IF Q.17=2]

18. Who would you most like to have seen as John McCain's vice presidential running mate?

	TOTAL	Rep	Ind	Dem
Mitt Romney	44%	49%	36%	43%
Joe Lieberman	12%	8%	13%	13%
Tom Ridge	8%	14%	8%	7%
Tim Pawlenty	5%	-	12%	5%
Kay Bailey Hutchison	5%	6%	2%	4%
Other (SPECIFY) (DO NOT READ)	2%	5%	-	2%
Don't know/Refused (DO NOT READ)	25%	18%	29%	26%

19. And, do you think that John McCain choosing Sarah Palin as his vice presidential running mate will mostly hurt his chances of winning the general election in November, mostly help his chances of winning the general election in November, or not make much difference?

	TOTAL	Rep	Ind	Dem
Mostly hurt McCain	21%	9%	21%	31%
Mostly help McCain	40%	64%	37%	22%
Not make much difference	27%	18%	29%	35%
Don't know/Refused (DO NOT READ)	12%	10%	12%	12%

20. Based on what you know about Sarah Palin does having Palin as his running mate make you more likely to vote for John McCain in November, less likely, or will it not have much effect on your vote?

	TOTAL	Rep	Ind	Dem
More likely	22%	40%	21%	7%
Less likely	15%	6%	13%	25%
Won't have much effect	56%	49%	57%	62%
Don't know/Refused (DO NOT READ)	7%	5%	9%	7%

21. And, as you may know Barack Obama has selected Joe Biden to be his vice presidential nominee. Are you satisfied with Obama's pick of Joe Biden, or would you rather have seen Obama pick Hillary Clinton?

	TOTAL	Rep	Ind	Dem
Satisfied with Biden	57%	51%	56%	62%
Rather Have Clinton	25%	22%	24%	28%
Don't know/Refused (DO NOT READ)	19%	28%	20%	10%

[SPLIT SAMPLE Q.22-23]

22a. Which candidate - John McCain or Barack Obama - do you think would do the best job handling the nation's healthcare?

	TOTAL	Rep	Ind	Dem
Barack Obama	51%	17%	41%	86%
John McCain	29%	60%	23%	8%
Neither (DO NOT READ)	7%	7%	16%	2%
Don't know/Refused (DO NOT READ)	13%	16%	20%	4%

22b. Which candidate - John McCain or Barack Obama - do you think would do the best job handling the nation's economy?

	TOTAL	Rep	Ind	Dem
Barack Obama	47%	9%	45%	80%
John McCain	37%	83%	29%	6%
Neither (DO NOT READ)	3%	1%	5%	3%
Don't know/Refused (DO NOT READ)	12%	7%	21%	11%

23a. Which candidate - John McCain or Barack Obama - do you think would do the best job handling the war in Iraq?

	TOTAL	Rep	Ind	Dem
John McCain	48%	89%	44%	17%
Barack Obama	41%	7%	34%	76%
Neither (DO NOT READ)	3%	2%	8%	1%
Don't know/Refused (DO NOT READ)	8%	3%	13%	6%

23b. Which candidate - John McCain or Barack Obama - do you think would do the best job managing America's energy policies?

	TOTAL	Rep	Ind	Dem
Barack Obama	46%	15%	35%	76%
John McCain	38%	76%	35%	11%
Neither (DO NOT READ)	4%	2%	7%	3%
Don't know/Refused (DO NOT READ)	12%	7%	22%	10%

[ROTATE Q.24-27]

24. If Barack Obama is elected president, how prepared do you think he will be to lead the country? (IF PREPARED/ UNPREPARED, ASK:) Would you say very prepared/ unprepared or somewhat prepared/ unprepared?

	TOTAL	Rep	Ind	Dem
Very prepared	30%	4%	21%	54%
Somewhat prepared	29%	23%	34%	33%
Somewhat unprepared	18%	32%	20%	6%
Very unprepared	19%	38%	20%	4%
Don't know/Refused (DO NOT READ)	4%	3%	6%	4%

25. If John McCain is elected president, how prepared do you think he will be to lead the country? (IF PREPARED/ UNPREPARED, ASK:) Would you say very prepared/ unprepared or somewhat prepared/ unprepared?

	TOTAL	Rep	Ind	Dem
Very prepared	40%	68%	39%	19%
Somewhat prepared	37%	28%	43%	41%
Somewhat unprepared	10%	1%	9%	18%
Very unprepared	9%	2%	5%	18%
Don't know/Refused (DO NOT READ)	4%	1%	5%	4%

[SPLIT SAMPLE Q.26-27]

26a. How much, if at all, do you think Barack Obama is in touch with the interests of the average American?

	TOTAL	Rep	Ind	Dem
A great deal	44%	15%	32%	74%
Somewhat	30%	39%	35%	20%
Not very much	11%	21%	15%	1%
Not at all	11%	20%	12%	3%
Don't know/Refused (DO NOT READ)	4%	4%	6%	2%

26b. And, setting aside your feelings about his policies for a moment, how would you rate the job Barack Obama has done in presenting himself as a potential President of The United States?

	TOTAL	Rep	Ind	Dem
Excellent	40%	25%	40%	53%
Good	36%	38%	35%	36%
Fair	13%	19%	15%	8%
Poor	7%	15%	6%	1%
Don't know/Refused (DO NOT READ)	3%	4%	4%	2%

27a. How much, if at all do you think John McCain is in touch with the interests of the average American?

	TOTAL	Rep	Ind	Dem
A great deal	17%	35%	12%	5%
Somewhat	40%	50%	46%	26%
Not very much	22%	6%	20%	36%
Not at all	20%	6%	21%	32%
Don't know/Refused (DO NOT READ)	2%	3%	1%	1%

27b. And, setting aside your feelings about his policies for a moment, how would you rate the job John McCain has done in presenting himself as a potential President of The United States?

	TOTAL	Rep	Ind	Dem
Excellent	9%	17%	10%	4%
Good	42%	52%	46%	33%
Fair	29%	24%	32%	31%
Poor	14%	5%	6%	25%
Don't know/Refused (DO NOT READ)	5%	2%	6%	7%

28. 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
Strong Republican	18%	54%	-	-
Not so strong Republican	8%	23%	-	-
Independent, leans Republican	7%	22%	-	-
Independent	21%	-	100%	-
Independent, leans Democratic	8%	-	-	18%
Not so strong Democrat	9%	-	-	23%
Strong Democratic	25%	-	-	59%
Other (SPECIFY) (DO NOT READ)	1%	-	-	-
Don't know/Refused (DO NOT READ)	3%	-	-	-

29. 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
Very liberal	9%	3%	6%	15%
Somewhat liberal	15%	2%	13%	27%
Moderate, leans liberal	4%	2%	5%	6%
Moderate	18%	13%	31%	16%
Moderate, leans conservative	5%	9%	6%	1%
Somewhat conservative	21%	35%	24%	9%
Very conservative	14%	29%	7%	5%
Don't know/Refused (DO NOT READ)	14%	7%	9%	20%

30. 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
Yes, voted	87%	90%	86%	88%
No, did not vote	10%	9%	13%	9%
Don't know/Refused (DO NOT READ)	3%	2%	1%	2%

31. And for whom did you vote in this most recent 2004 presidential election?

	TOTAL	Rep	Ind	Dem
George Bush	48%	88%	50%	15%
John Kerry	33%	5%	20%	63%
Ralph Nader	2%	1%	5%	1%
Other	4%	*	5%	5%
Don't know/Refused	14%	6%	20%	15%

32. What is your marital status? Are you . . . (READ LIST)

	TOTAL	Rep	Ind	Dem
Single	15%	14%	16%	17%
Married	62%	66%	66%	57%
Divorced	8%	6%	9%	9%
Separated	1%	1%	-	2%
Widowed	11%	12%	8%	12%
Don't Know/Refused (DO NOT READ)	3%	1%	1%	2%

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

	TOTAL	Rep	Ind	Dem
None	69%	71%	68%	70%
One	13%	8%	17%	14%
Two	10%	12%	10%	9%
Three	3%	5%	2%	3%
Four or more	2%	3%	2%	2%
Don't know/Refused (DO NOT READ)	3%	1%	1%	3%

34. What is your age please?

	TOTAL	Rep	Ind	Dem
18-20	1%	2%	-	1%
21-24	3%	-	7%	4%
25-34	10%	12%	8%	9%
35-44	13%	16%	11%	12%
45-54	19%	21%	20%	18%
55-64	19%	17%	20%	22%
65-74	17%	15%	18%	18%
75 +	13%	16%	11%	12%
Don't know/Refused	5%	2%	5%	5%

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

	TOTAL	Rep	Ind	Dem
Less than high school	5%	5%	5%	5%
High school graduate	24%	19%	27%	26%
Some college/ vocational school	26%	31%	21%	25%
College graduate	28%	31%	28%	27%
Post graduate	14%	11%	17%	15%
Don't know/Refused	4%	2%	3%	3%

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

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

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

	TOTAL	Rep	Ind	Dem
White/Caucasian	74%	87%	77%	64%
Hispanic/Latino	8%	5%	7%	11%
African-American/ Black	10%	1%	6%	19%
Asian-American/Asian	1%	1%	1%	2%
Native American	1%	2%	-	1%
Other/Specify	*	-	1%	*
Don't know/Refused (DO NOT READ)	5%	3%	7%	2%

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

	TOTAL	Rep	Ind	Dem
Yes	36%	48%	24%	34%
No	55%	49%	67%	55%
Don't know/Refused (DO NOT READ)	9%	3%	9%	10%

A. Gender (BY OBSERVATION)

	TOTAL	Rep	Ind	Dem
Male	48%	53%	53%	41%
Female	52%	47%	47%	59%

B. REGION (BY PREFIX)

	TOTAL	Rep	Ind	Dem
West	19%	22%	13%	20%
South	36%	38%	36%	34%
Midwest	26%	23%	30%	26%
Northeast	19%	17%	21%	20%