



# *The Diageo Hotline Poll*

## Overview of May 2007 Poll Findings

Presented by:  
Ed Reilly & Ed Rollins

May 23, 2007



London, New York, Bahrain, Beijing, Boston, Cape Town, Chicago, Dubai, Dublin, Frankfurt, Hong Kong, Johannesburg, Manchester, Moscow, Paris, San Francisco, Stockholm and Washington.

- ❑ This *Diageo Hotline Poll* was conducted by telephone between May 16 and 20, 2007 among:
  - ❑ A random nationally representative sample of 800 registered voters, ages 18 and older.
  - ❑ Margin of error +/- 3.5%
  
- ❑ Poll analysis was conducted by Ed Reilly (D) and Ed Rollins (R).
  
- ❑ Complete results can be accessed and downloaded at:  
<http://diageohotlinepoll.com/>.
  
- ❑ Please note that all numbers presented are percentages and that, due to rounding, may not add to 100%.

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## Current Political Context

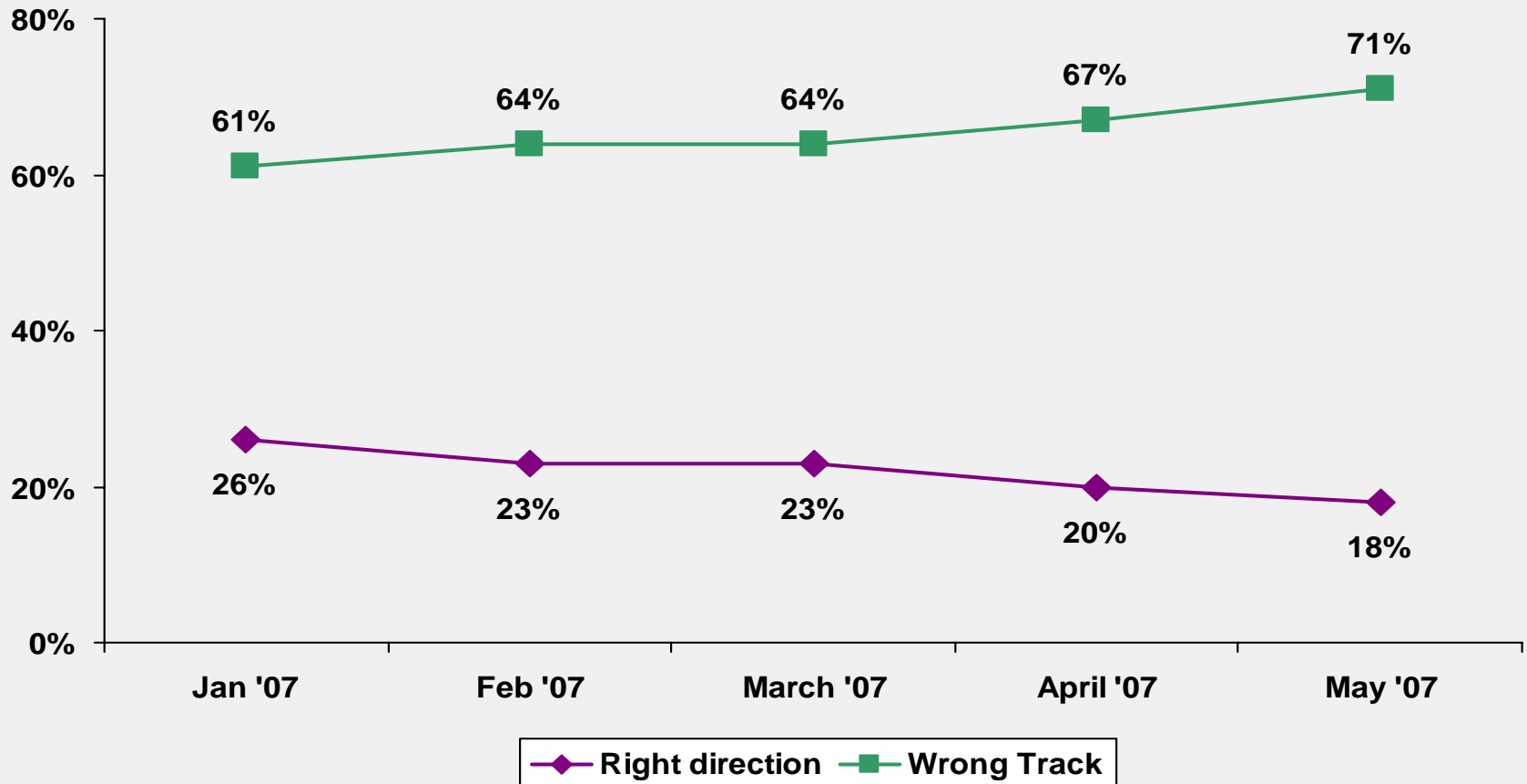


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# Right Direction vs. Wrong Track

*May 2007*

|                 | <u>Rep</u> | <u>Ind</u> | <u>Dem</u> |
|-----------------|------------|------------|------------|
| Right Direction | 36%        | 13%        | 7%         |
| Wrong Track     | 50%        | 74%        | 86%        |

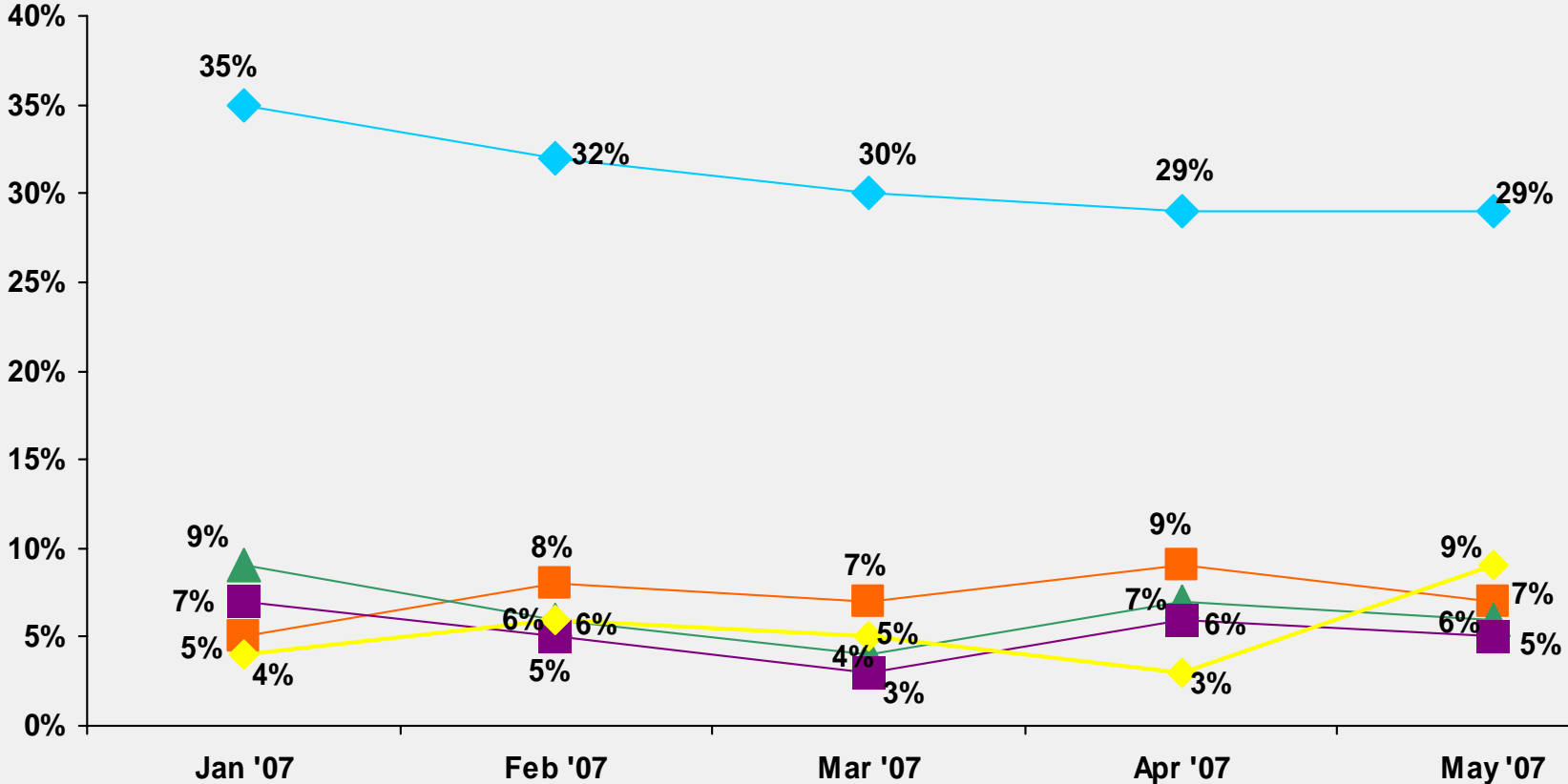


*Do you feel things in the country are generally going in the right direction, or do you think things are seriously off on the wrong track?*

# Most Important Issue

May 2007

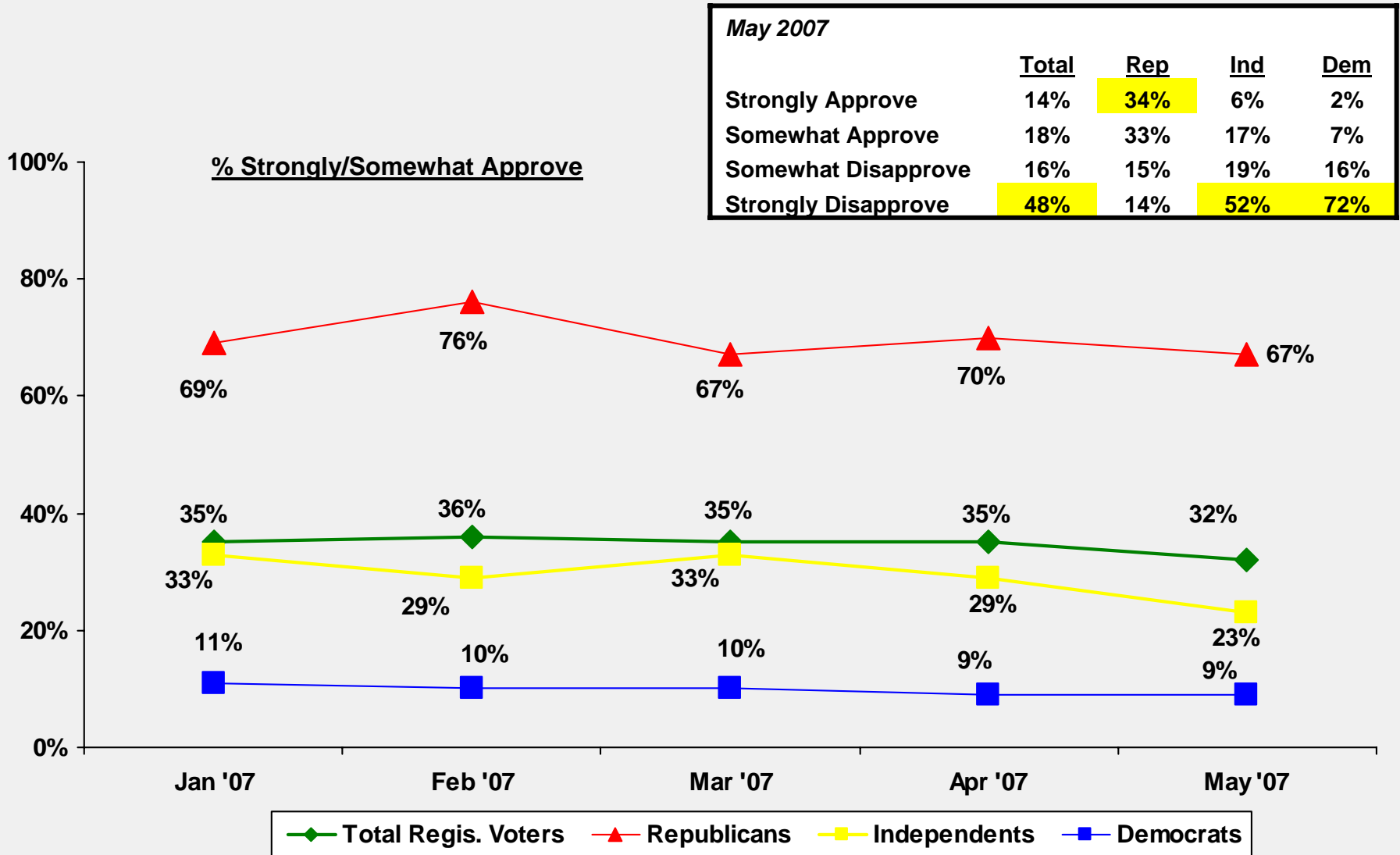
|                | Rep | Ind | Dem |
|----------------|-----|-----|-----|
| Iraq- Oppose   | 15% | 30% | 40% |
| Immigration    | 14% | 10% | 3%  |
| Iraq – Support | 11% | 6%  | 2%  |
| Economy        | 5%  | 7%  | 8%  |
| Terrorism      | 8%  | 3%  | 3%  |



◆ War in Iraq - Oppose    ■ Economy    ▲ War in Iraq - Support    ■ Terrorism    ◆ Immigration

And what is the most important issue facing the U.S. today?

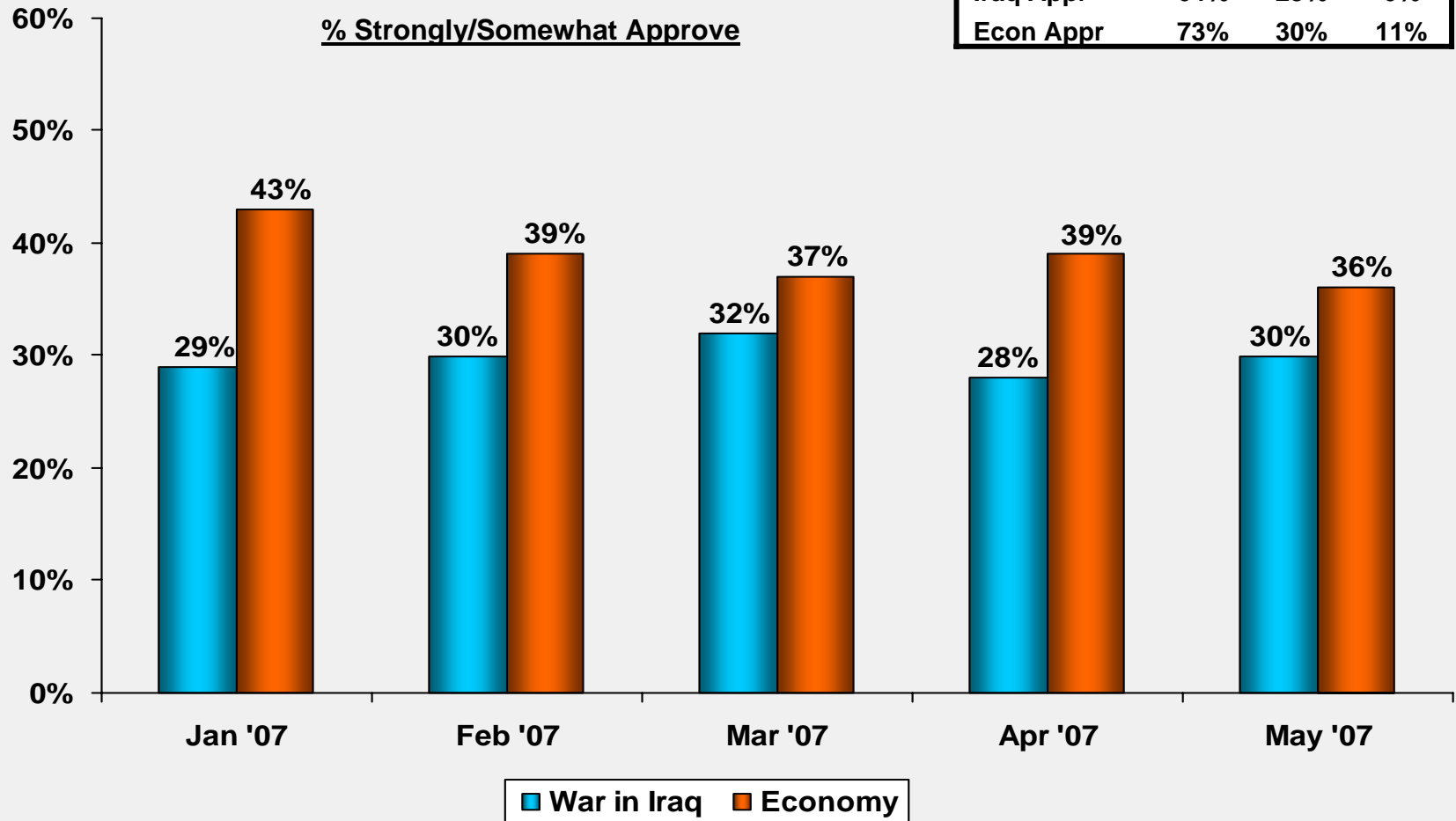
# Bush Job Approval



Do you approve or disapprove of the way George W. Bush is handling his job as President?

# Bush Approval – Iraq, Economy

| <i>May 2007</i> |            |            |            |
|-----------------|------------|------------|------------|
|                 | <u>Rep</u> | <u>Ind</u> | <u>Dem</u> |
| Iraq Appr       | 64%        | 23%        | 6%         |
| Econ Appr       | 73%        | 30%        | 11%        |

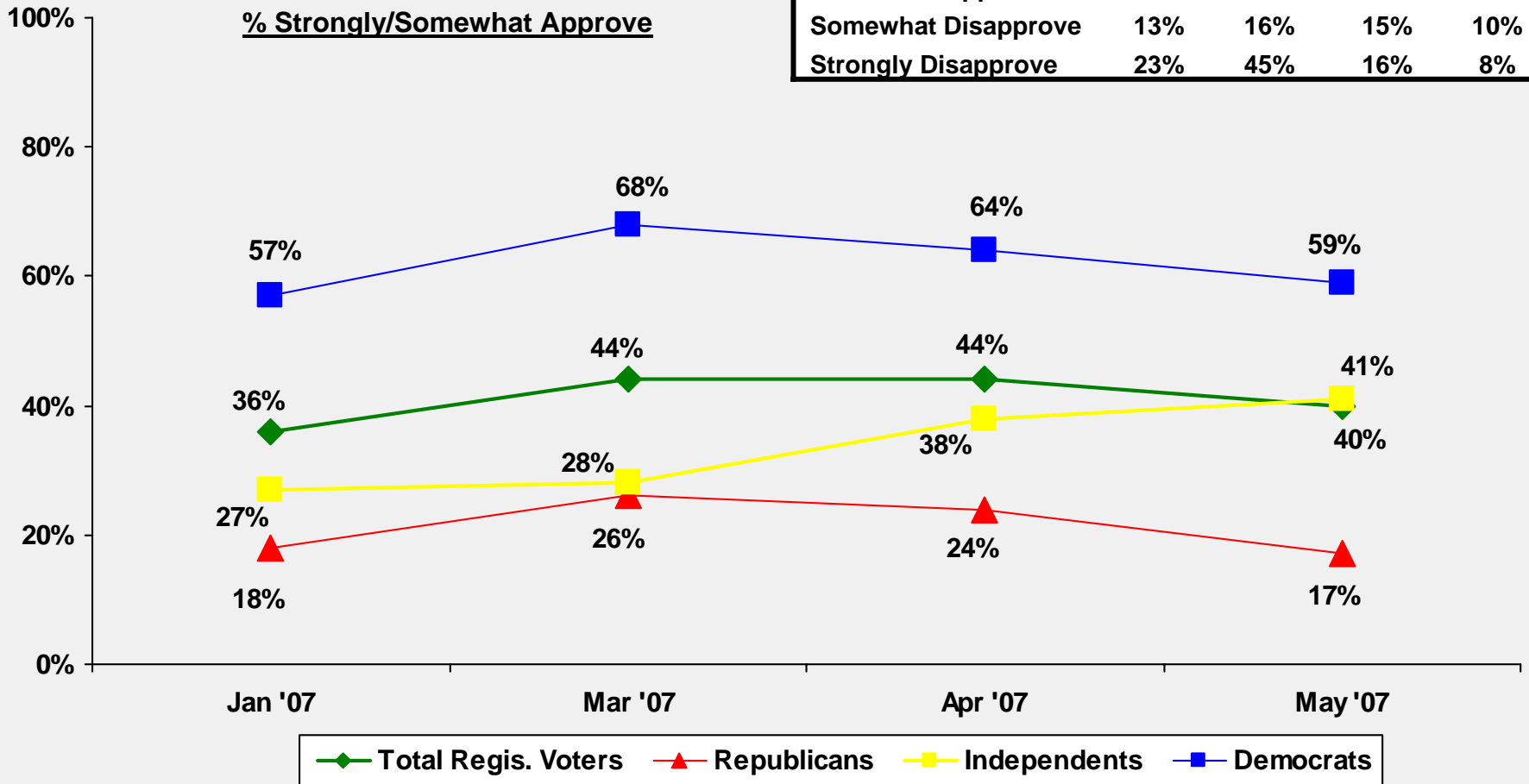


*Do you approve or disapprove of the way George W. Bush is handling...?*

# Pelosi Job Approval

% Strongly/Somewhat Approve

| <i>May 2007</i>     |              |            |            |            |
|---------------------|--------------|------------|------------|------------|
|                     | <u>Total</u> | <u>Rep</u> | <u>Ind</u> | <u>Dem</u> |
| Strongly Approve    | 13%          | 5%         | 12%        | 21%        |
| Somewhat Approve    | 27%          | 12%        | 29%        | 38%        |
| Somewhat Disapprove | 13%          | 16%        | 15%        | 10%        |
| Strongly Disapprove | 23%          | 45%        | 16%        | 8%         |

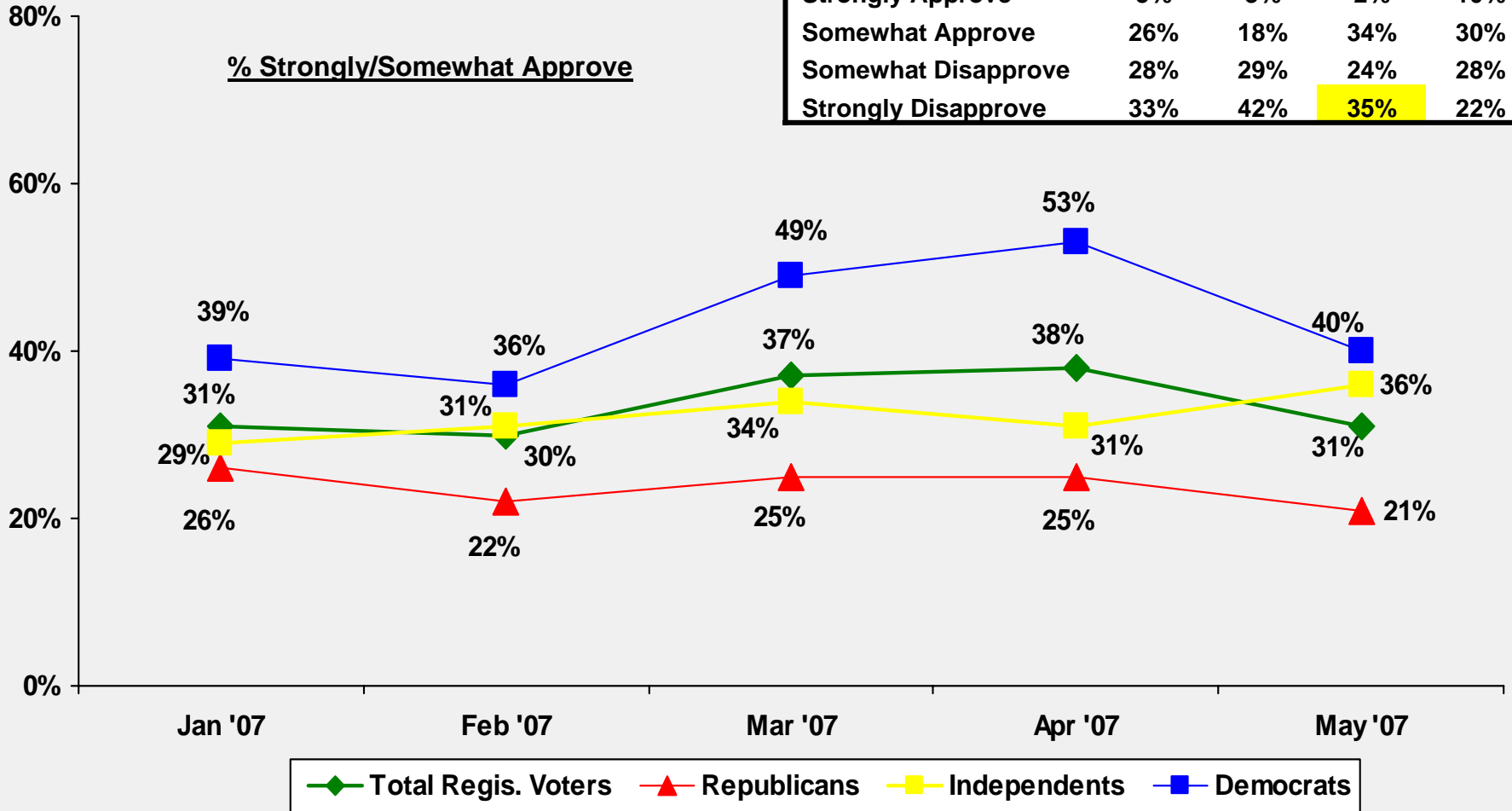


*Do you approve or disapprove of the way Nancy Pelosi is handling her job as Speaker of the House of Representatives?*

# Congressional Job Approval

% Strongly/Somewhat Approve

| <i>May 2007</i>     |              |            |            |            |
|---------------------|--------------|------------|------------|------------|
|                     | <u>Total</u> | <u>Rep</u> | <u>Ind</u> | <u>Dem</u> |
| Strongly Approve    | 5%           | 3%         | 2%         | 10%        |
| Somewhat Approve    | 26%          | 18%        | 34%        | 30%        |
| Somewhat Disapprove | 28%          | 29%        | 24%        | 28%        |
| Strongly Disapprove | 33%          | 42%        | 35%        | 22%        |



Do you approve or disapprove of the way Congress is handling its job?

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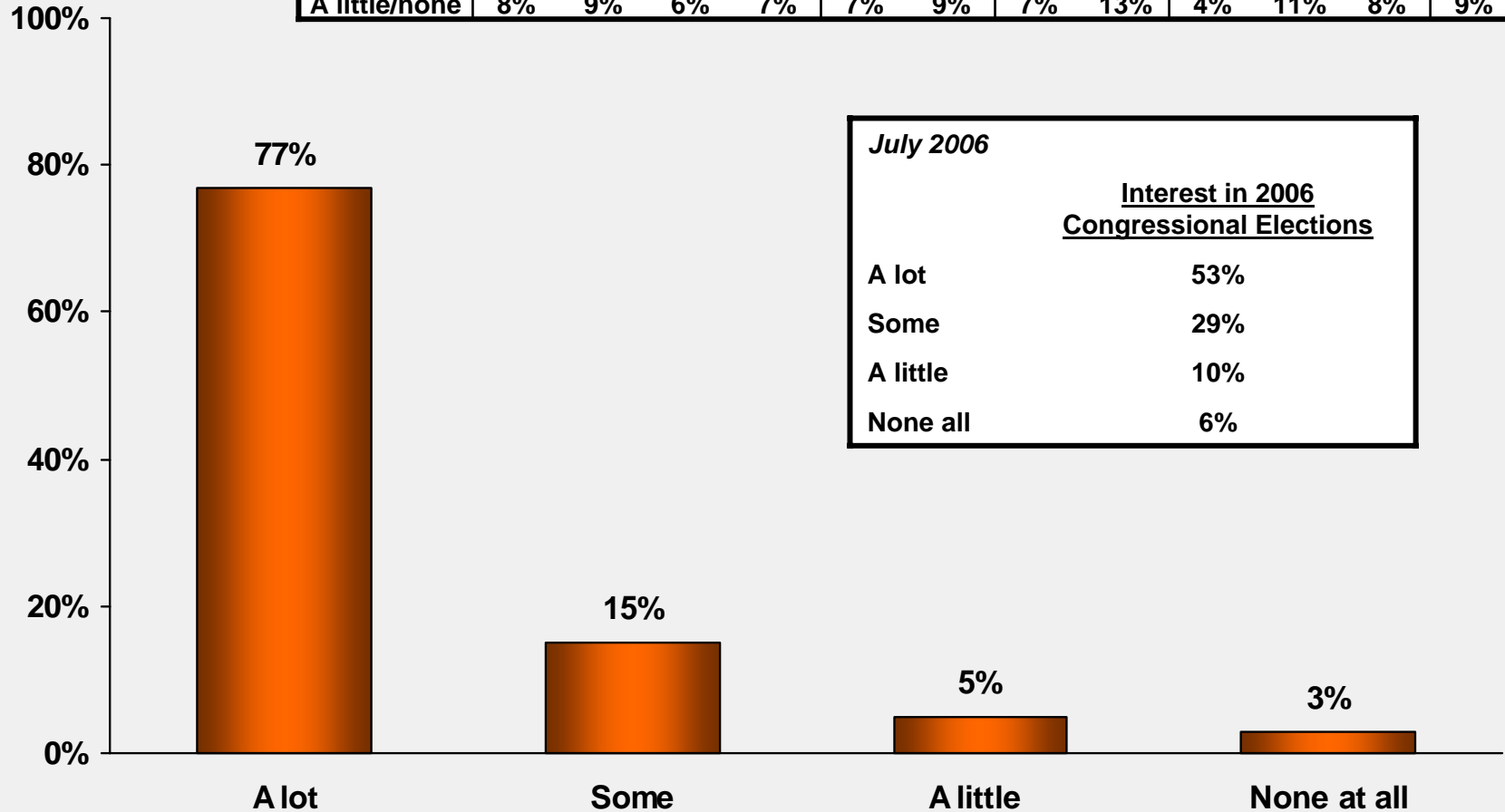
## 2008 Presidential Election



London, New York, Bahrain, Beijing, Boston, Cape Town, Chicago, Dubai, Dublin, Frankfurt, Hong Kong, Johannesburg, Manchester, Moscow, Paris, San Francisco, Stockholm and Washington.

# Interest in the 2008 Election

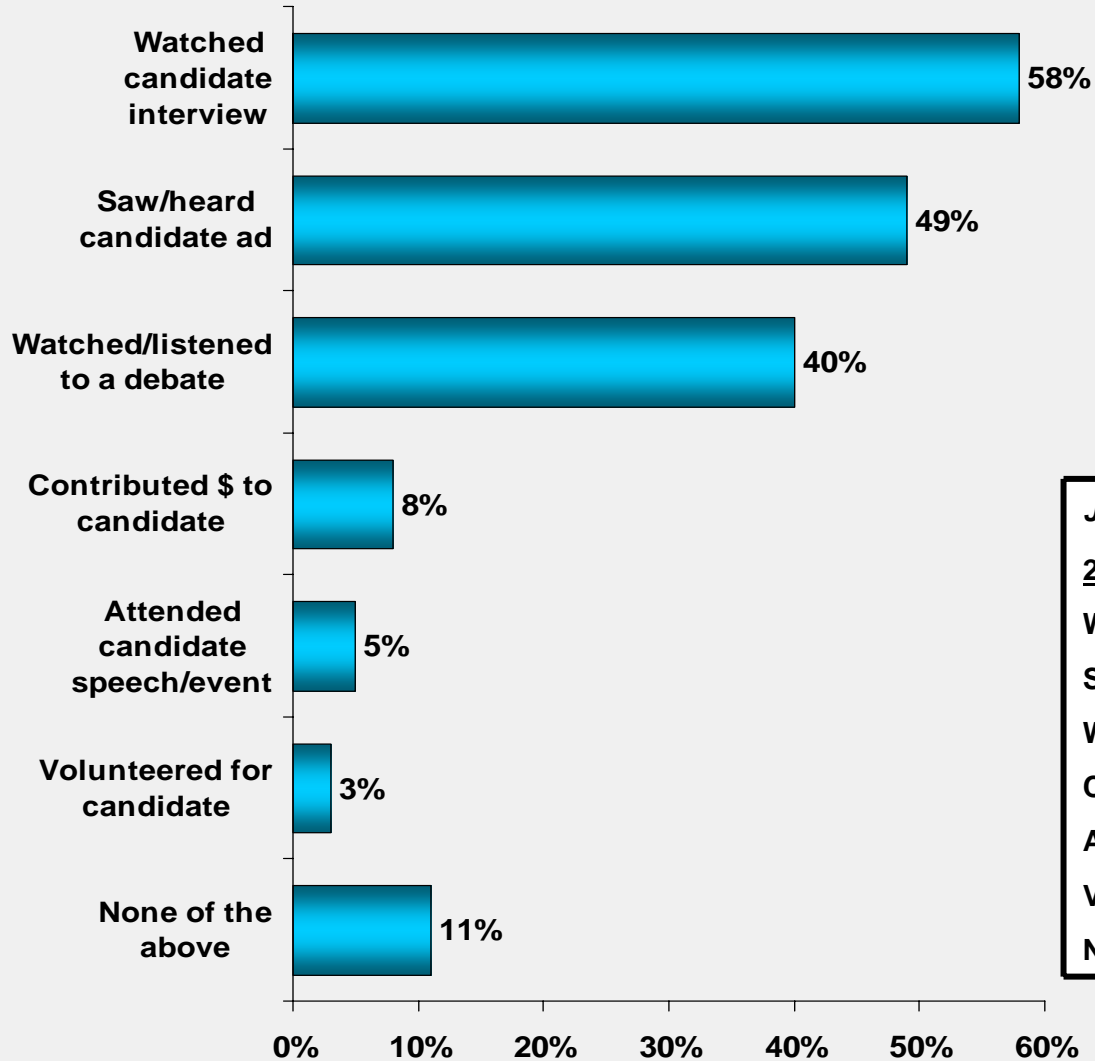
| <i>May 2007</i> | <u>REGION</u> |          |           |           | <u>GENDER</u> |          | <u>RACE</u> |            | <u>PARTY ID</u> |            |            | <u>EVANG</u> |           |
|-----------------|---------------|----------|-----------|-----------|---------------|----------|-------------|------------|-----------------|------------|------------|--------------|-----------|
|                 | <u>W</u>      | <u>S</u> | <u>MW</u> | <u>NE</u> | <u>M</u>      | <u>F</u> | <u>W</u>    | <u>Non</u> | <u>Rep</u>      | <u>Ind</u> | <u>Dem</u> | <u>Yes</u>   | <u>No</u> |
| A lot/some      | 91%           | 90%      | 93%       | 93%       | 93%           | 90%      | 93%         | 87%        | 95%             | 88%        | 92%        | 91%          | 93%       |
| A little/none   | 8%            | 9%       | 6%        | 7%        | 7%            | 9%       | 7%          | 13%        | 4%              | 11%        | 8%         | 9%           | 7%        |



| <i>July 2006</i>                                |     |
|---|-----|
| <u>Interest in 2006 Congressional Elections</u> |     |
| A lot   | 53% |
| Some  | 29% |
| A little  | 10% |
| None at all                                     | 6%  |

As you may know, the election for President will be held next fall, November of 2008. How much interest do you have in the upcoming presidential election?

# Voter Engagement



## Which debate did you watch?

| May 2007         | Total |
|------------------|-------|
| Dem. debate 4/26 | 53%   |
| Rep. debate 5/3  | 38%   |
| Rep. debate 5/15 | 39%   |

| July 2006                           |              |
|-------------------------------------|--------------|
| <u>2006 Congressional Elections</u> | <u>Total</u> |
| Watched interview                   | 33%          |
| Saw/heard ad                        | 44%          |
| Watched/listened to debate          | 25%          |
| Contributed \$                      | 10%          |
| Attended speech/event               | 8%           |
| Volunteered                         | 3%           |
| None of the above                   | 19%          |

Still thinking about the upcoming presidential election in 2008, please tell me which of the following, if any, you have done this year? (READ AND ROTATE; ACCEPT MULTIPLE RESPONSES)

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## 2008 Primary Elections

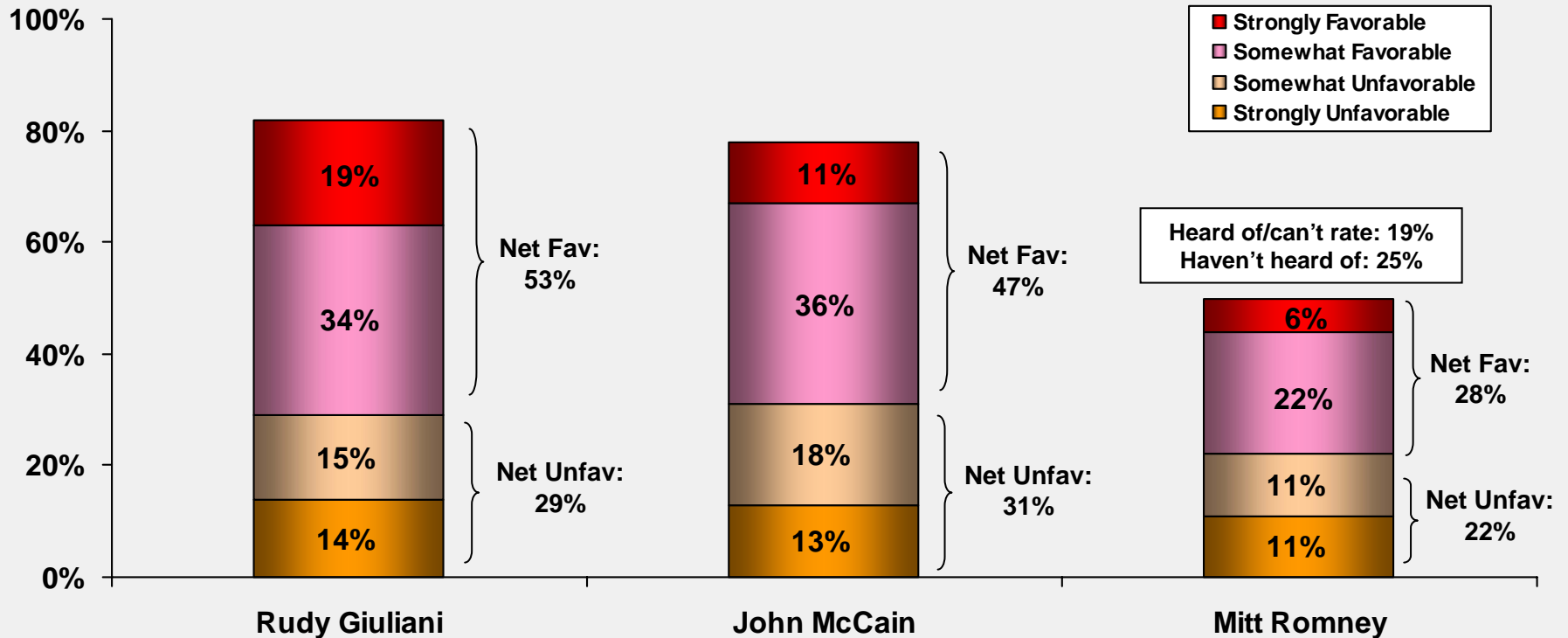


London, New York, Bahrain, Beijing, Boston, Cape Town, Chicago, Dubai, Dublin, Frankfurt, Hong Kong, Johannesburg, Manchester, Moscow, Paris, San Francisco, Stockholm and Washington.

# Favorability – Republican Candidates

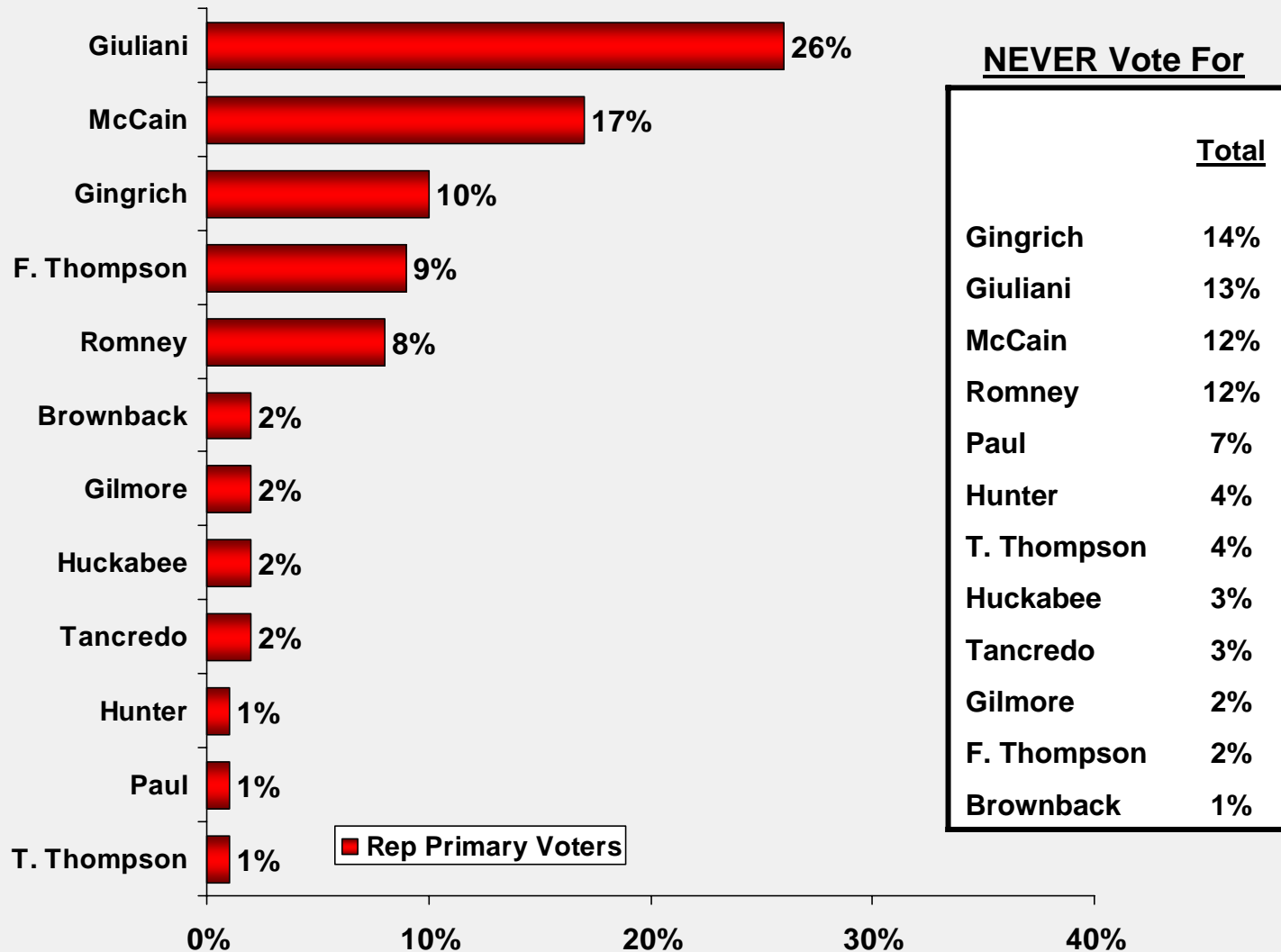
% Among Total Registered Voters

| 2007 | <u>Giuliani</u><br>Fav | <u>Giuliani</u><br>Unfav | <u>McCain</u><br>Fav | <u>McCain</u><br>Unfav | <u>Romney</u><br>Fav | <u>Romney</u><br>Unfav |
|------|------------------------|--------------------------|----------------------|------------------------|----------------------|------------------------|
| Jan  | -                      | -                        | 53%                  | 23%                    | 14%                  | 12%                    |
| Feb  | 58%                    | 25%                      | 48%                  | 26%                    | 18%                  | 15%                    |
| Mar  | 57%                    | 27%                      | 50%                  | 27%                    | 19%                  | 17%                    |
| Apr  | 53%                    | 31%                      | 51%                  | 30%                    | 22%                  | 22%                    |



Please tell me if you have a favorable or unfavorable opinion of the following public figures.

# Republican Primary

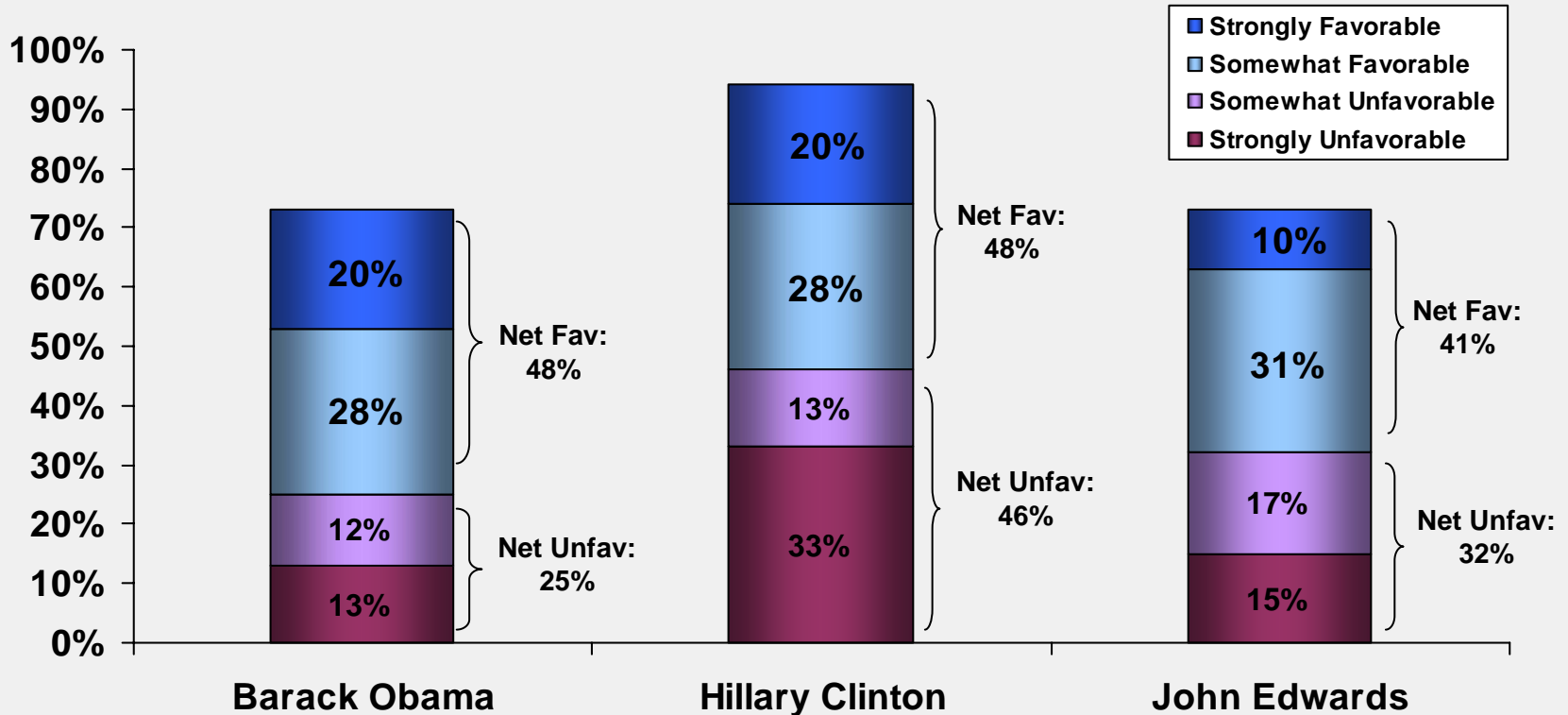


*If the 2008 Republican presidential primary were held today, whom would you support?  
 (Asked only of self-identified Republicans who vote in primary elections "always/nearly always/part of the time". N=196)*

# Favorability – Democratic Candidates

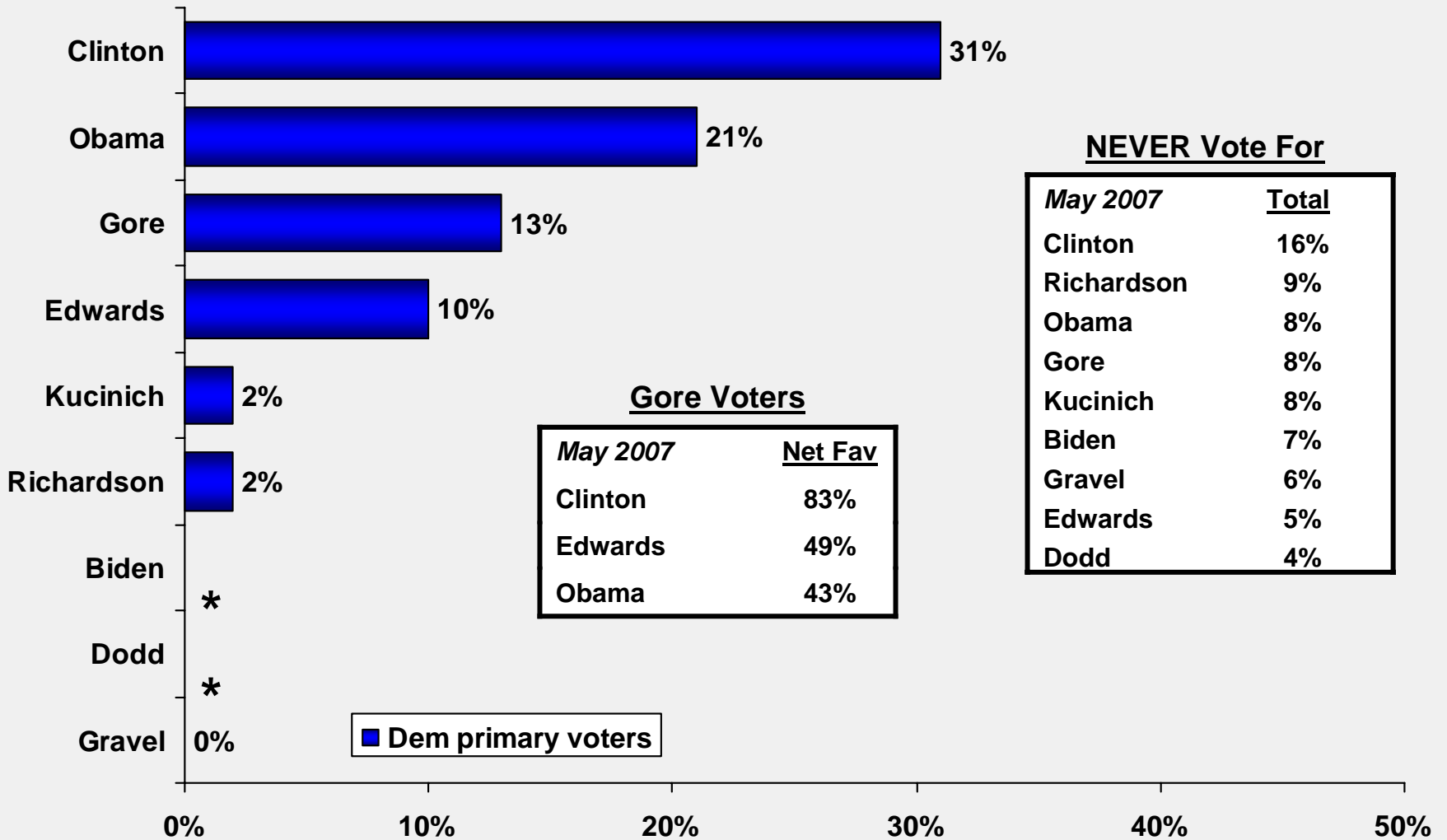
% Among Total Registered Voters

| 2007 | <u>H. Clinton Fav</u> | <u>H. Clinton Unfav</u> | <u>Obama Fav</u> | <u>Obama Unfav</u> | <u>Edwards Fav</u> | <u>Edwards Unfav</u> |
|------|-----------------------|-------------------------|------------------|--------------------|--------------------|----------------------|
| Jan  | 49%                   | 43%                     | 45%              | 17%                | -                  | -                    |
| Feb  | 49%                   | 46%                     | 50%              | 19%                | 39%                | 27%                  |
| Mar  | 53%                   | 41%                     | 47%              | 22%                | 54%                | 23%                  |
| Apr  | 52%                   | 41%                     | 54%              | 19%                | 49%                | 29%                  |



Please tell me if you have a favorable or unfavorable opinion of the following public figures.

# Democratic Primary



### Gore Voters

| May 2007 | Net Fav |
|----------|---------|
| Clinton  | 83%     |
| Edwards  | 49%     |
| Obama    | 43%     |

### NEVER Vote For

| May 2007   | Total |
|------------|-------|
| Clinton    | 16%   |
| Richardson | 9%    |
| Obama      | 8%    |
| Gore       | 8%    |
| Kucinich   | 8%    |
| Biden      | 7%    |
| Gravel     | 6%    |
| Edwards    | 5%    |
| Dodd       | 4%    |

If the 2008 Democratic presidential primary were held today, whom would you support?

(Asked only of self-identified Democrats who vote in Primary Elections "Always/Nearly always/Part of the time"; N=261)

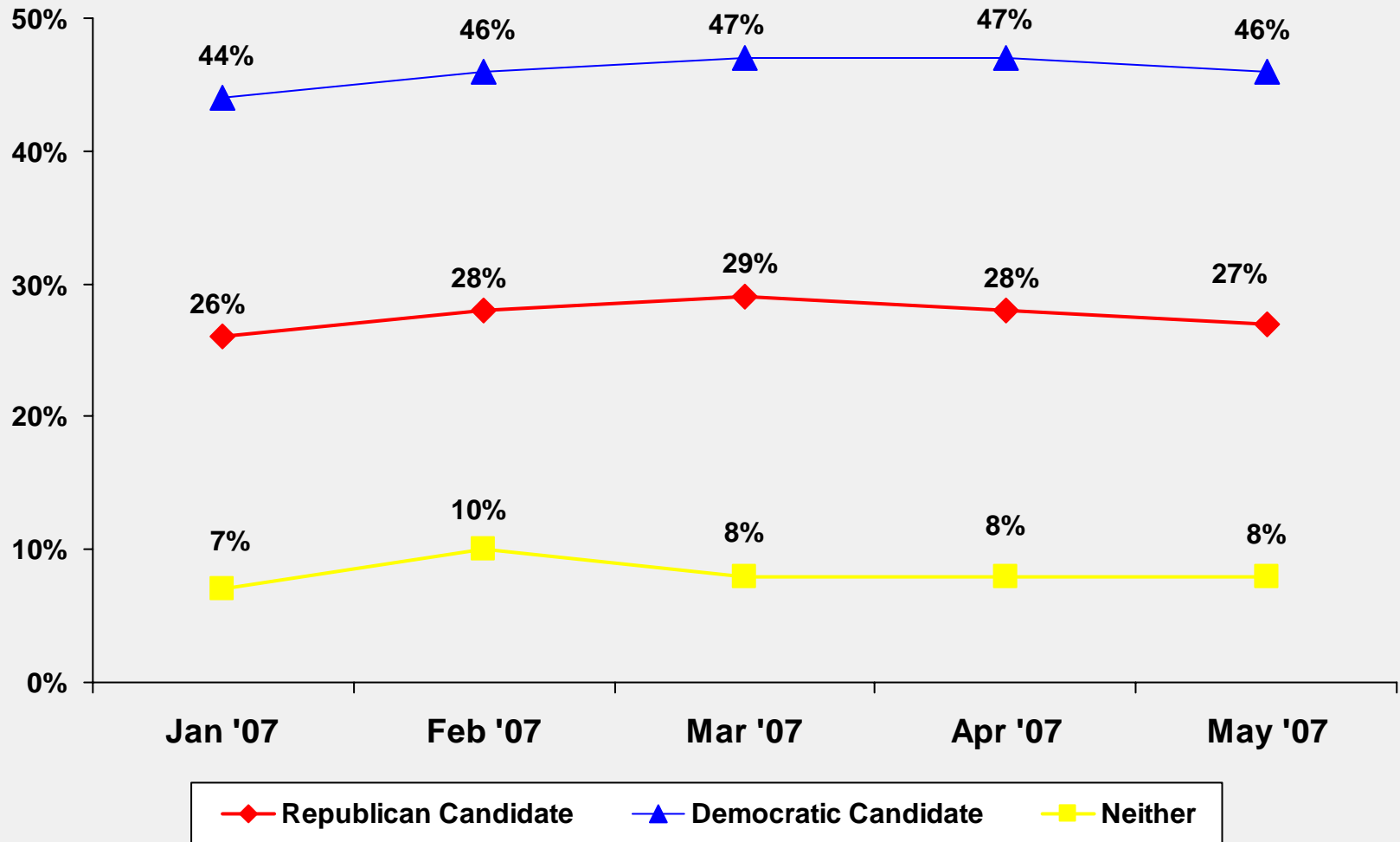
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## 2008 General Election



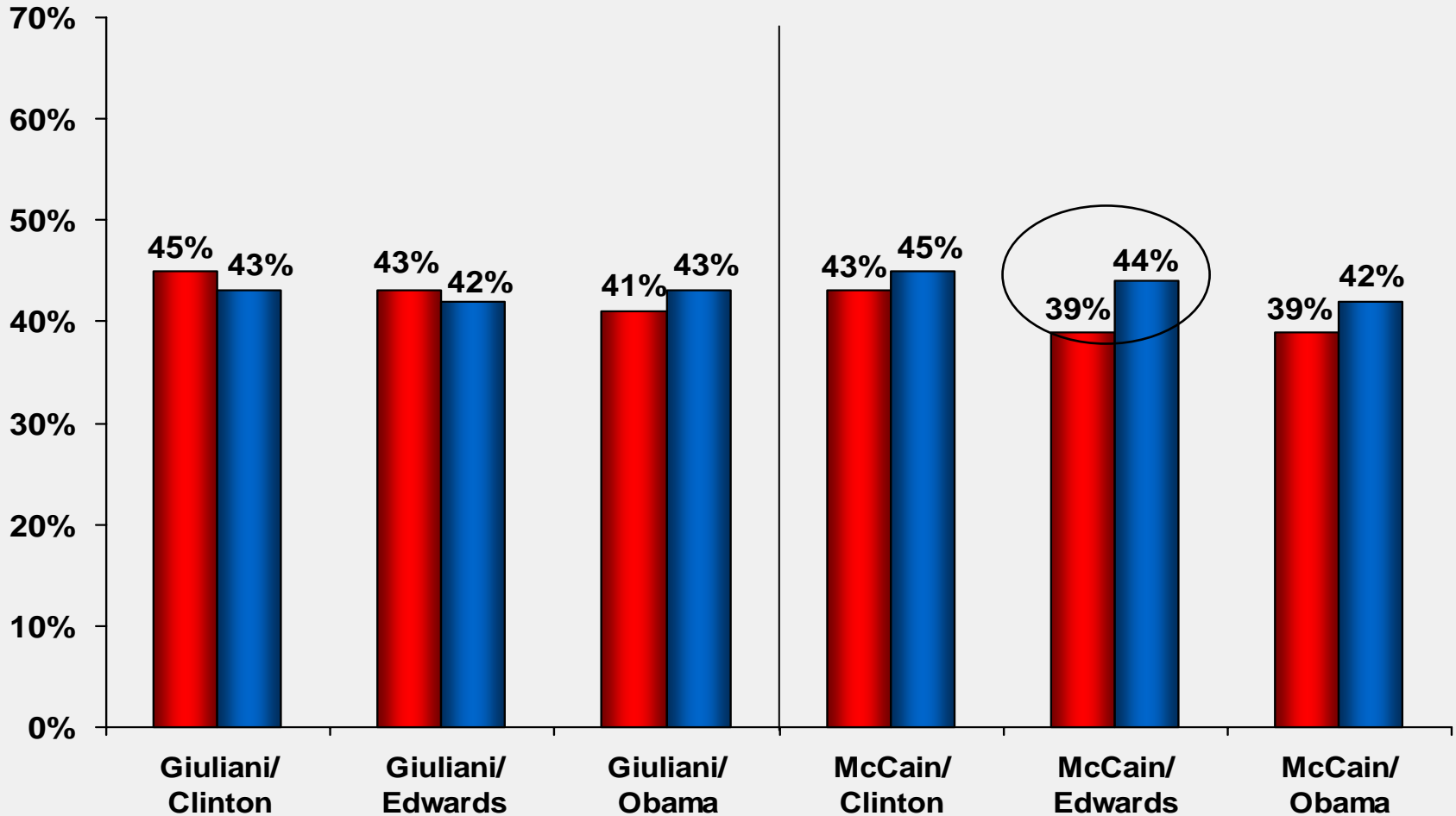
London, New York, Bahrain, Beijing, Boston, Cape Town, Chicago, Dubai, Dublin, Frankfurt, Hong Kong, Johannesburg, Manchester, Moscow, Paris, San Francisco, Stockholm and Washington.

# Generic Presidential Ballot



*Thinking about the next election for president, if the election for U.S. President were held today, would you be voting for the Democratic candidate or the Republican candidate?*

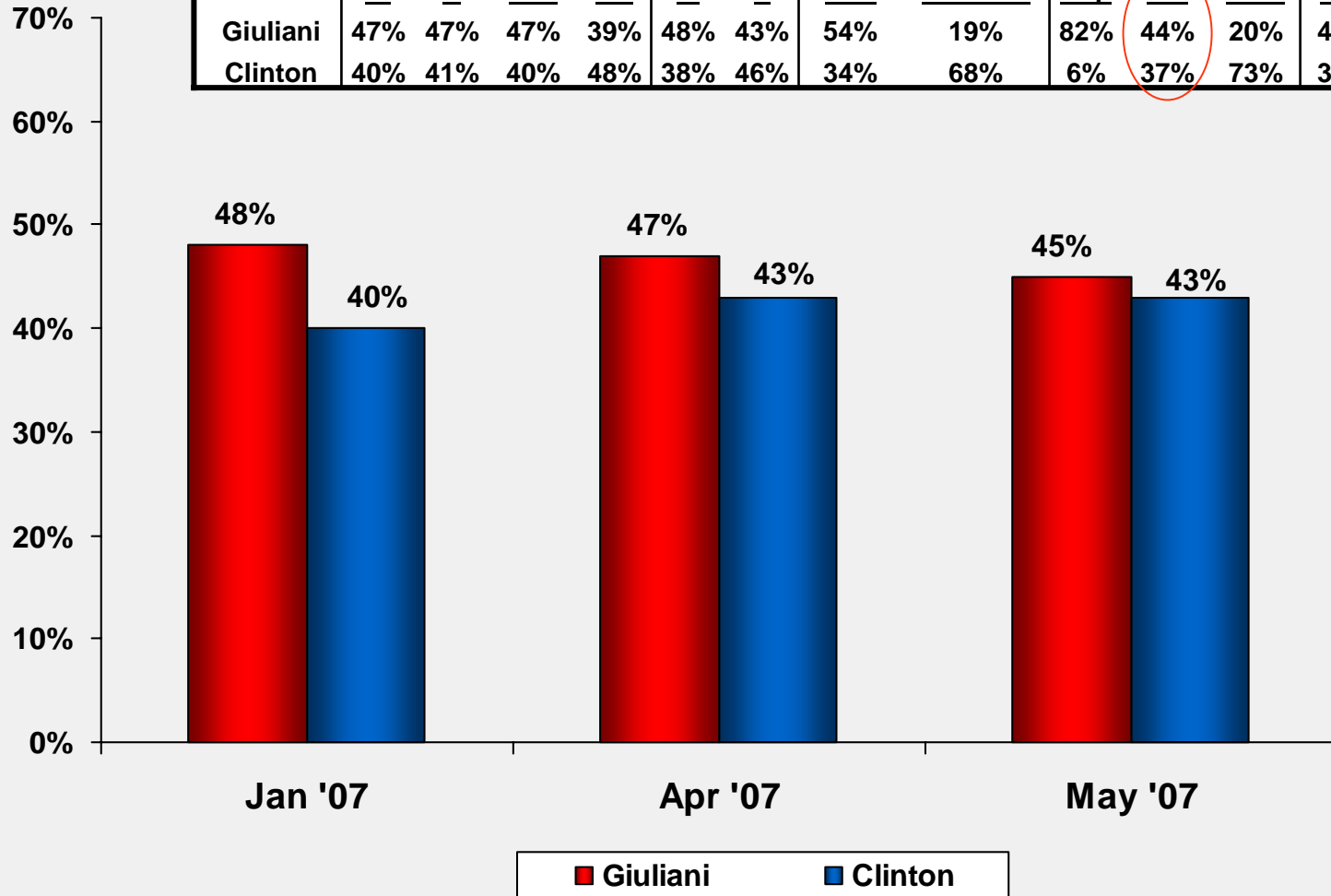
# 2008 Presidential Match-Ups



Suppose the general election for president in 2008 were being held today between (ROTATE) Democrat Hillary Clinton/John Edwards/Barack Obama and Republican John McCain/Rudy Giuliani, for whom would you vote? (IF UNDECIDED/REFUSED ASK:) Which way would lean as of today?

# Rudy Giuliani vs. Hillary Clinton

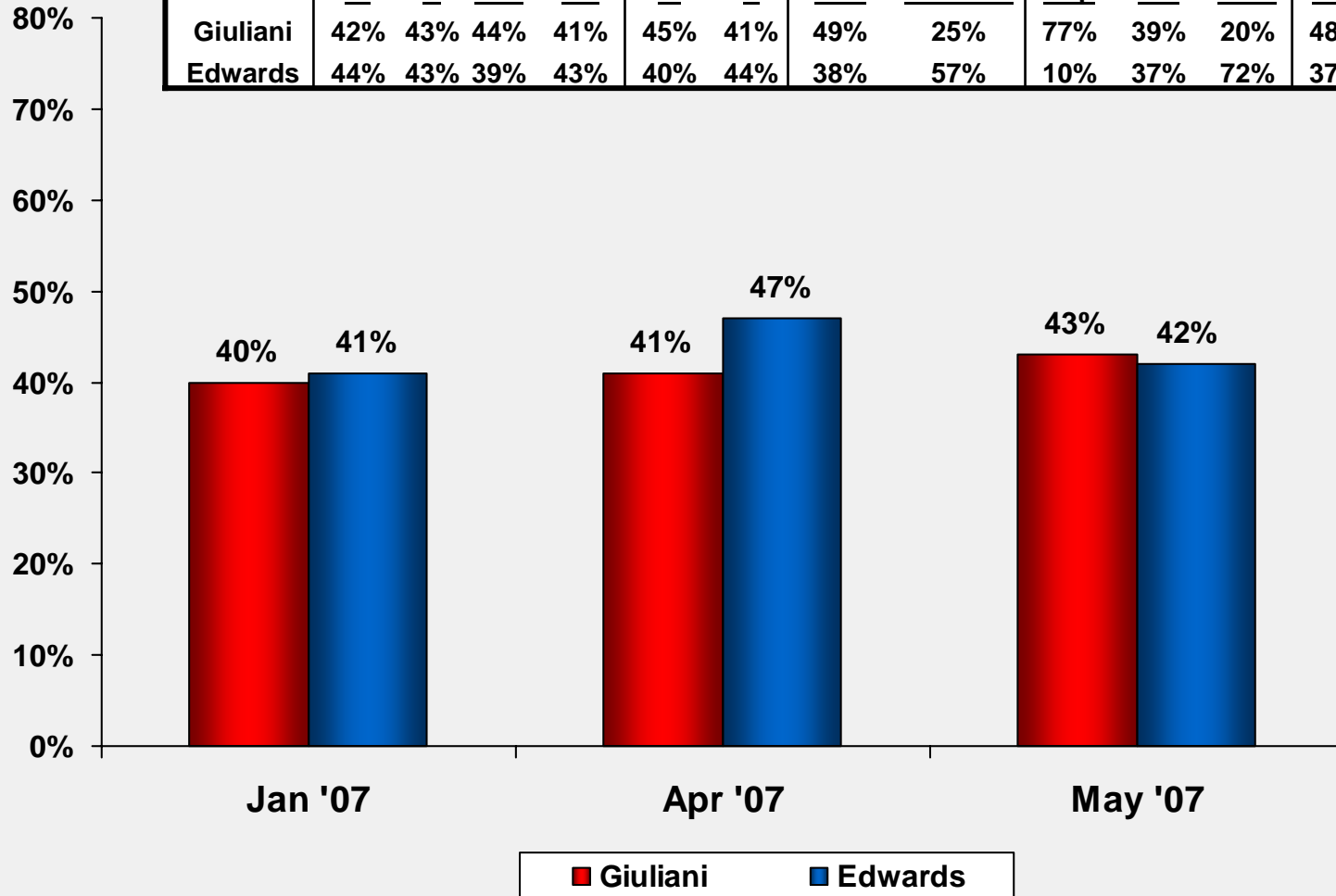
| May 2007 | REGION |     |     |     | GENDER |     | RACE |         | PARTY ID |     |     | EVANG |     |
|----------|--------|-----|-----|-----|--------|-----|------|---------|----------|-----|-----|-------|-----|
|          | W      | S   | MW  | NE  | M      | F   | Wht  | Non-wht | Rep      | Ind | Dem | Yes   | No  |
| Giuliani | 47%    | 47% | 47% | 39% | 48%    | 43% | 54%  | 19%     | 82%      | 44% | 20% | 48%   | 45% |
| Clinton  | 40%    | 41% | 40% | 48% | 38%    | 46% | 34%  | 68%     | 6%       | 37% | 73% | 39%   | 44% |



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

# Rudy Giuliani vs. John Edwards

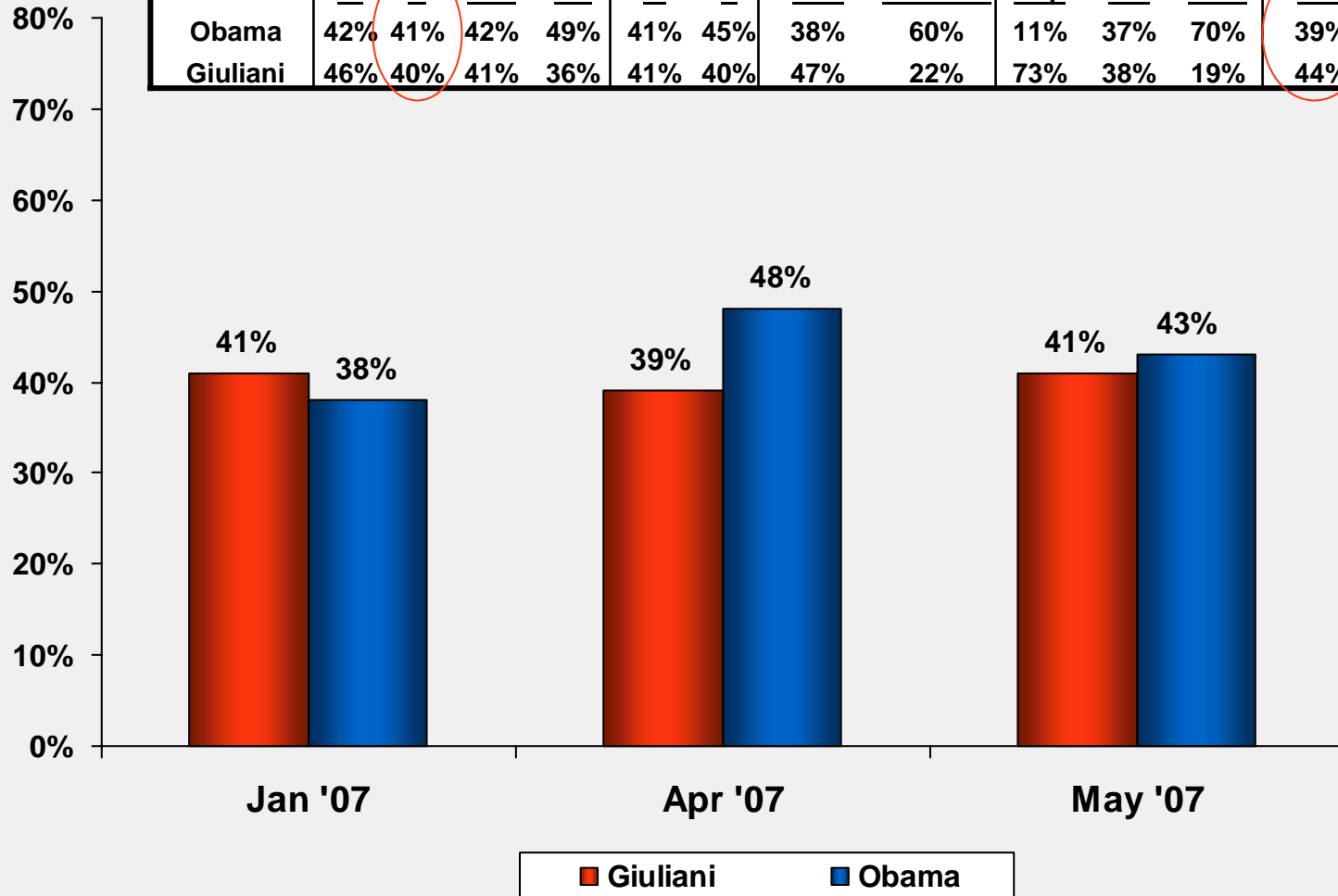
| May 2007 | REGION |     |     |     | GENDER |     | RACE |         | PARTY ID |     |     | EVANG |     |
|----------|--------|-----|-----|-----|--------|-----|------|---------|----------|-----|-----|-------|-----|
|          | W      | S   | MW  | NE  | M      | F   | Wht  | Non-wht | Rep      | Ind | Dem | Yes   | No  |
| Giuliani | 42%    | 43% | 44% | 41% | 45%    | 41% | 49%  | 25%     | 77%      | 39% | 20% | 48%   | 41% |
| Edwards  | 44%    | 43% | 39% | 43% | 40%    | 44% | 38%  | 57%     | 10%      | 37% | 72% | 37%   | 46% |



Suppose the general election for president in 2008 were being held today between (ROTATE) Democrat John Edwards and Republican Rudy Giuliani, for whom would you vote? (IF UNDECIDED/REFUSED ASK:) Which way would lean as of today?

# Rudy Giuliani vs. Barack Obama

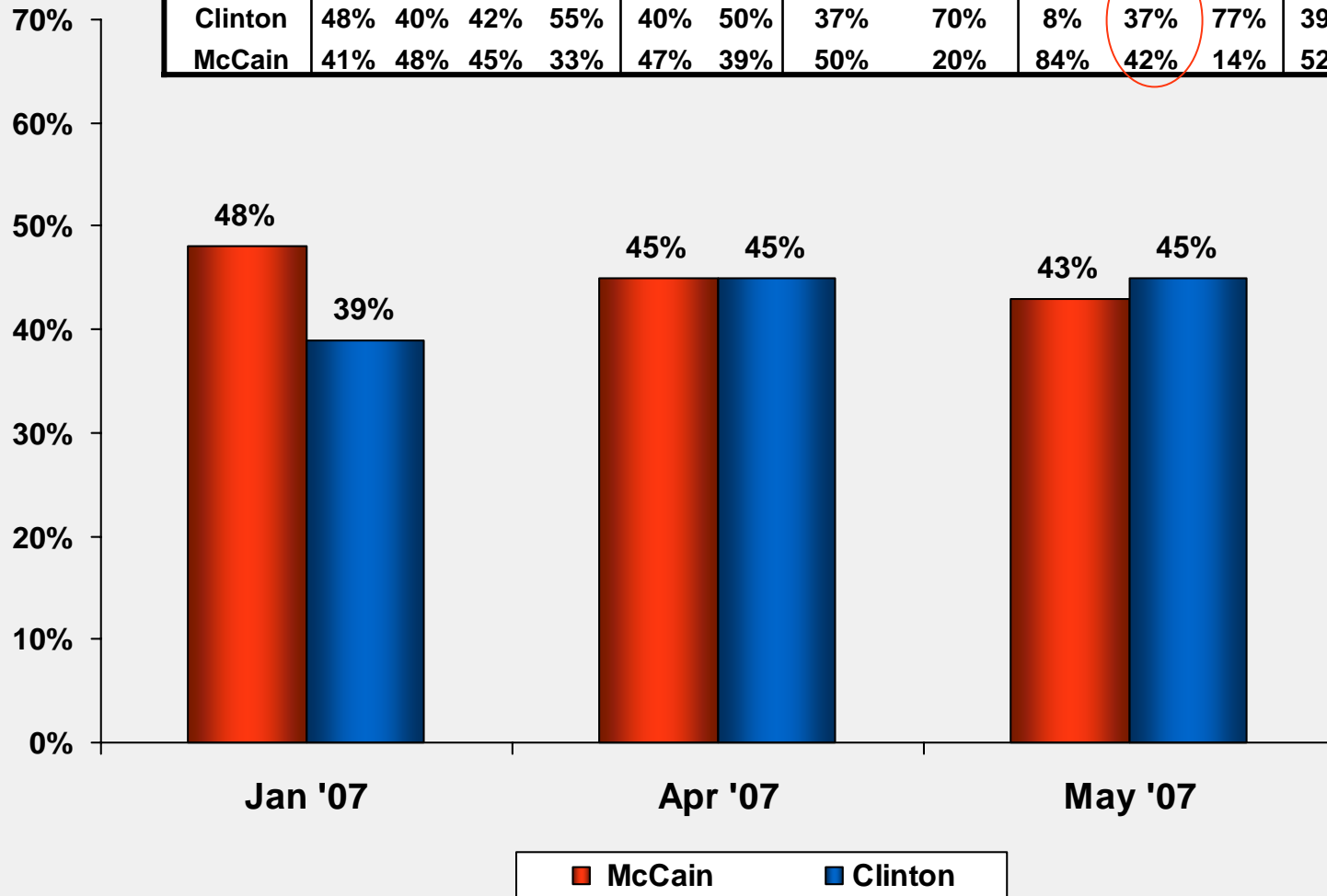
| May 2007 | REGION |     |     |     | GENDER |     | RACE |         | PARTY ID |     |     | EVANG |     |
|----------|--------|-----|-----|-----|--------|-----|------|---------|----------|-----|-----|-------|-----|
|          | W      | S   | MW  | NE  | M      | F   | Wht  | Non-wht | Rep      | Ind | Dem | Yes   | No  |
|          | Obama  | 42% | 41% | 42% | 49%    | 41% | 45%  | 38%     | 60%      | 11% | 37% | 70%   | 39% |
| Giuliani | 46%    | 40% | 41% | 36% | 41%    | 40% | 47%  | 22%     | 73%      | 38% | 19% | 44%   | 39% |



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

# John McCain vs. Hillary Clinton

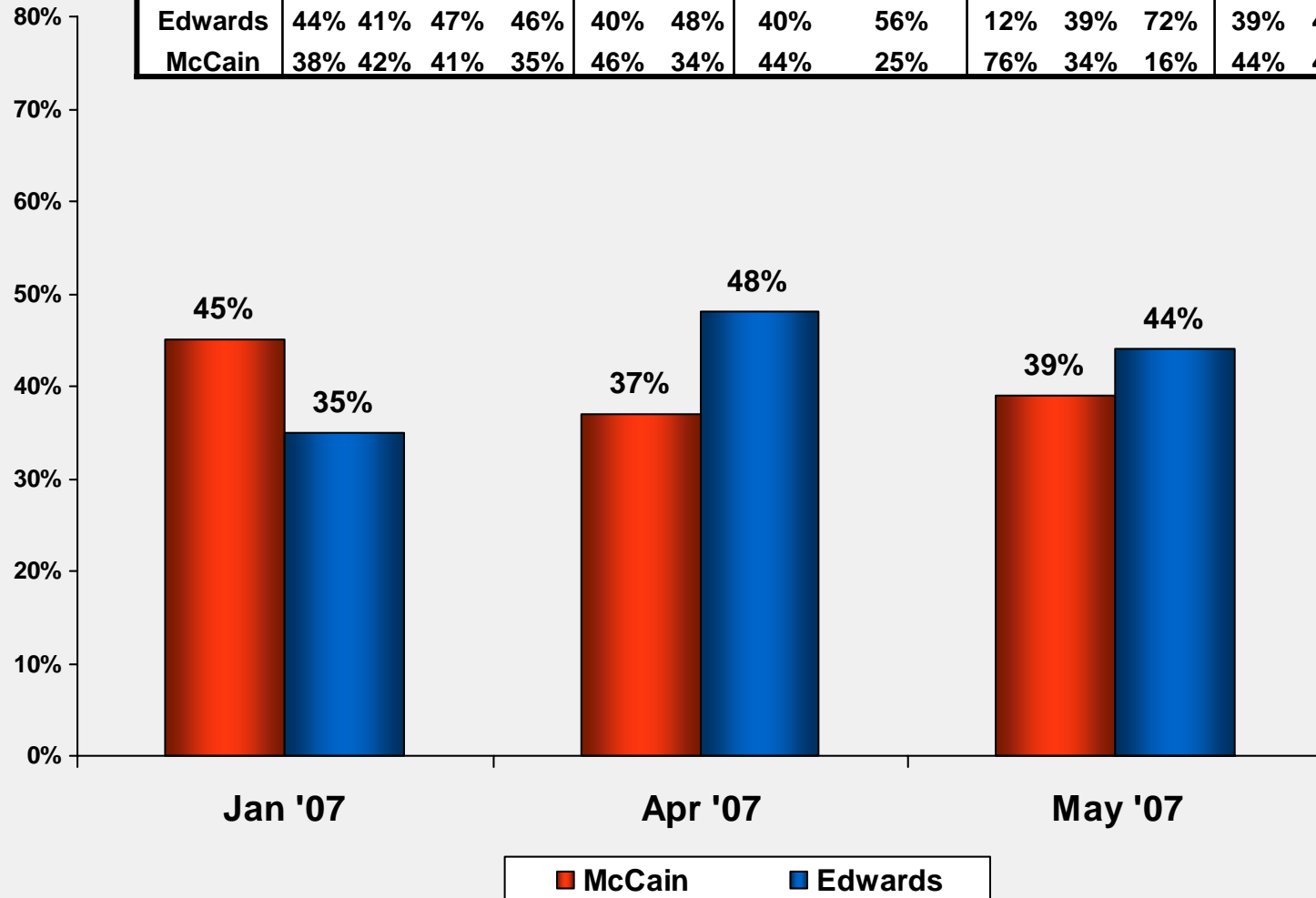
| May 2007 | REGION |     |     |     | GENDER |     | RACE |         | PARTY ID |     |     | EVANG |     |
|----------|--------|-----|-----|-----|--------|-----|------|---------|----------|-----|-----|-------|-----|
|          | W      | S   | MW  | NE  | M      | F   | Wht  | Non-wht | Rep      | Ind | Dem | Yes   | No  |
| Clinton  | 48%    | 40% | 42% | 55% | 40%    | 50% | 37%  | 70%     | 8%       | 37% | 77% | 39%   | 48% |
| McCain   | 41%    | 48% | 45% | 33% | 47%    | 39% | 50%  | 20%     | 84%      | 42% | 14% | 52%   | 39% |



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

# John McCain vs. John Edwards

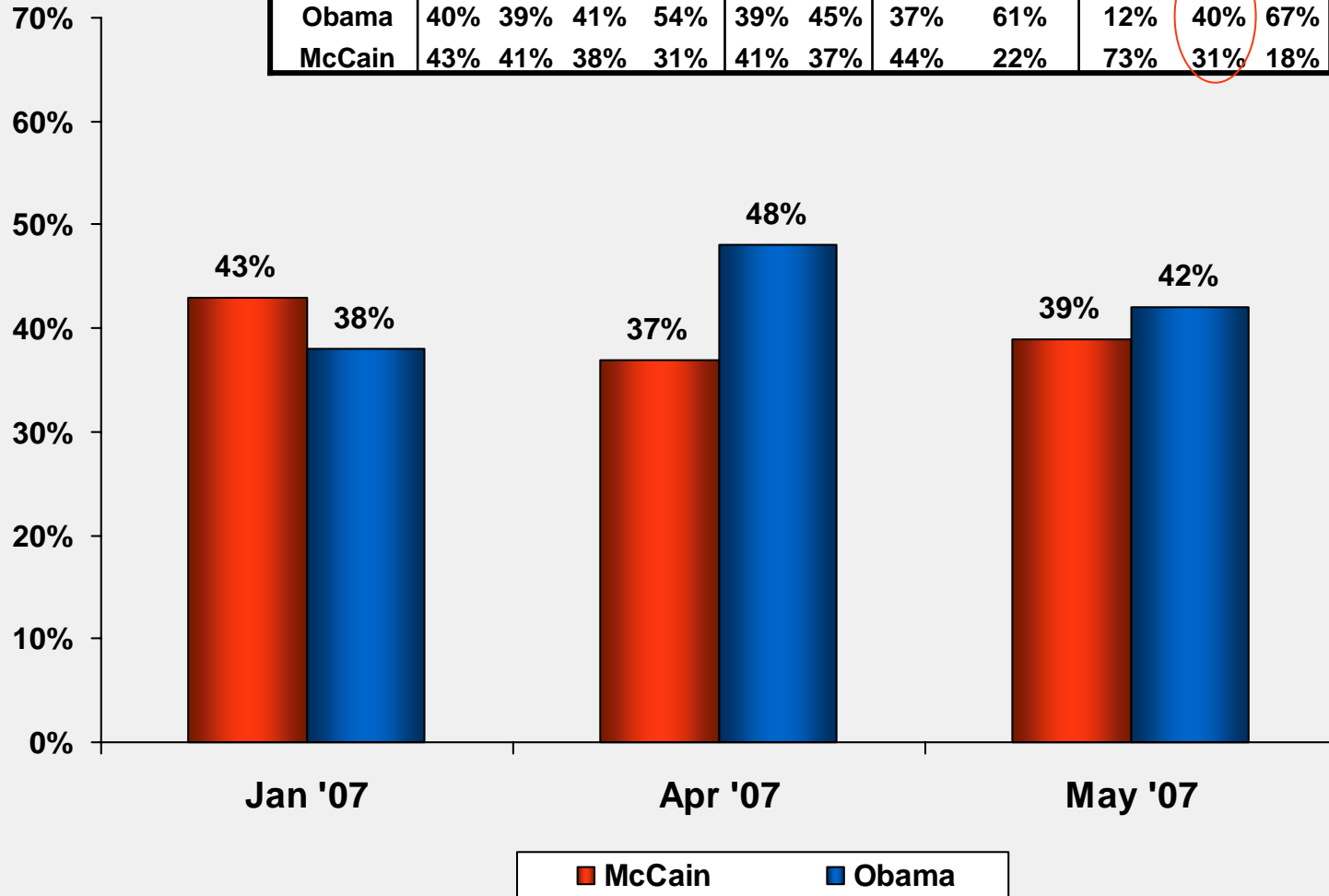
| May 2007 | REGION |     |     |     | GENDER |     | RACE |         | PARTY ID |     |     | EVANG |     |
|----------|--------|-----|-----|-----|--------|-----|------|---------|----------|-----|-----|-------|-----|
|          | W      | S   | MW  | NE  | M      | F   | Wht  | Non-wht | Rep      | Ind | Dem | Yes   | No  |
| Edwards  | 44%    | 41% | 47% | 46% | 40%    | 48% | 40%  | 56%     | 12%      | 39% | 72% | 39%   | 48% |
| McCain   | 38%    | 42% | 41% | 35% | 46%    | 34% | 44%  | 25%     | 76%      | 34% | 16% | 44%   | 40% |



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

# John McCain vs. Barack Obama

| May 2007 | REGION |     |     |     | GENDER |     | RACE |         | PARTY ID |     |     | EVANG |     |
|----------|--------|-----|-----|-----|--------|-----|------|---------|----------|-----|-----|-------|-----|
|          | W      | S   | MW  | NE  | M      | F   | Wht  | Non-wht | Rep      | Ind | Dem | Yes   | No  |
| Obama    | 40%    | 39% | 41% | 54% | 39%    | 45% | 37%  | 61%     | 12%      | 40% | 67% | 37%   | 47% |
| McCain   | 43%    | 41% | 38% | 31% | 41%    | 37% | 44%  | 22%     | 73%      | 31% | 18% | 44%   | 38% |



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

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## Immigration



London, New York, Bahrain, Beijing, Boston, Cape Town, Chicago, Dubai, Dublin, Frankfurt, Hong Kong, Johannesburg, Manchester, Moscow, Paris, San Francisco, Stockholm and Washington.

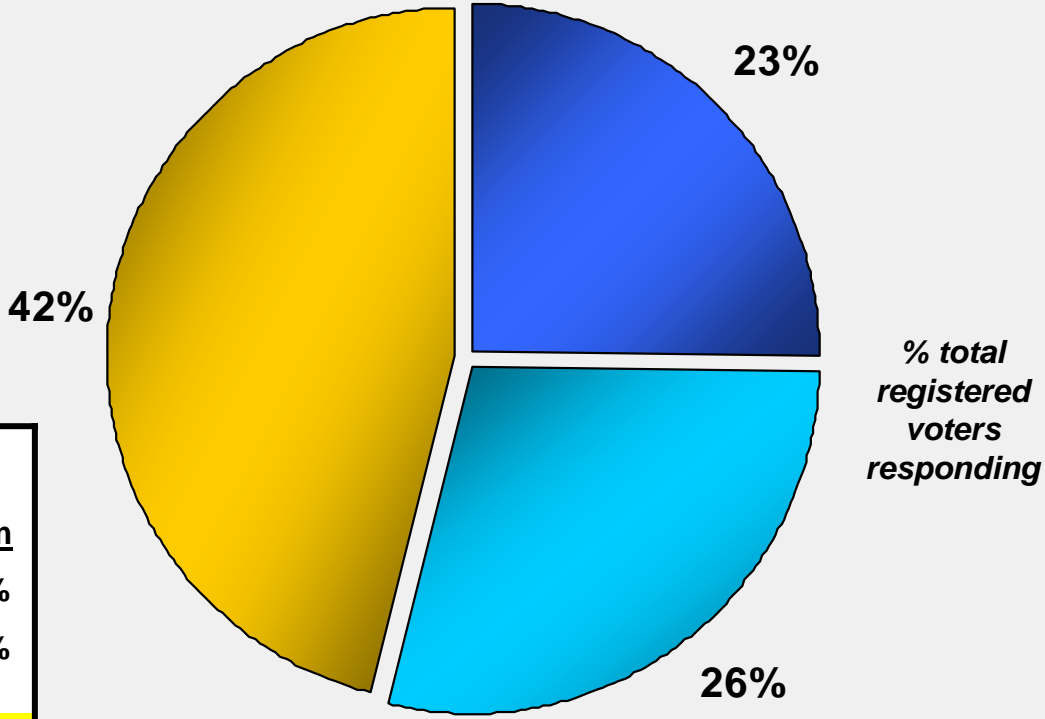
# Level of Legal Immigration

*May 2007*

|                       | <u>Rep</u> | <u>Ind</u> | <u>Dem</u> |
|-----------------------|------------|------------|------------|
| Increased             | 20%        | 30%        | 22%        |
| Kept at present level | 27%        | 18%        | 28%        |
| Decreased             | 46%        | 39%        | 43%        |

*October 2005*

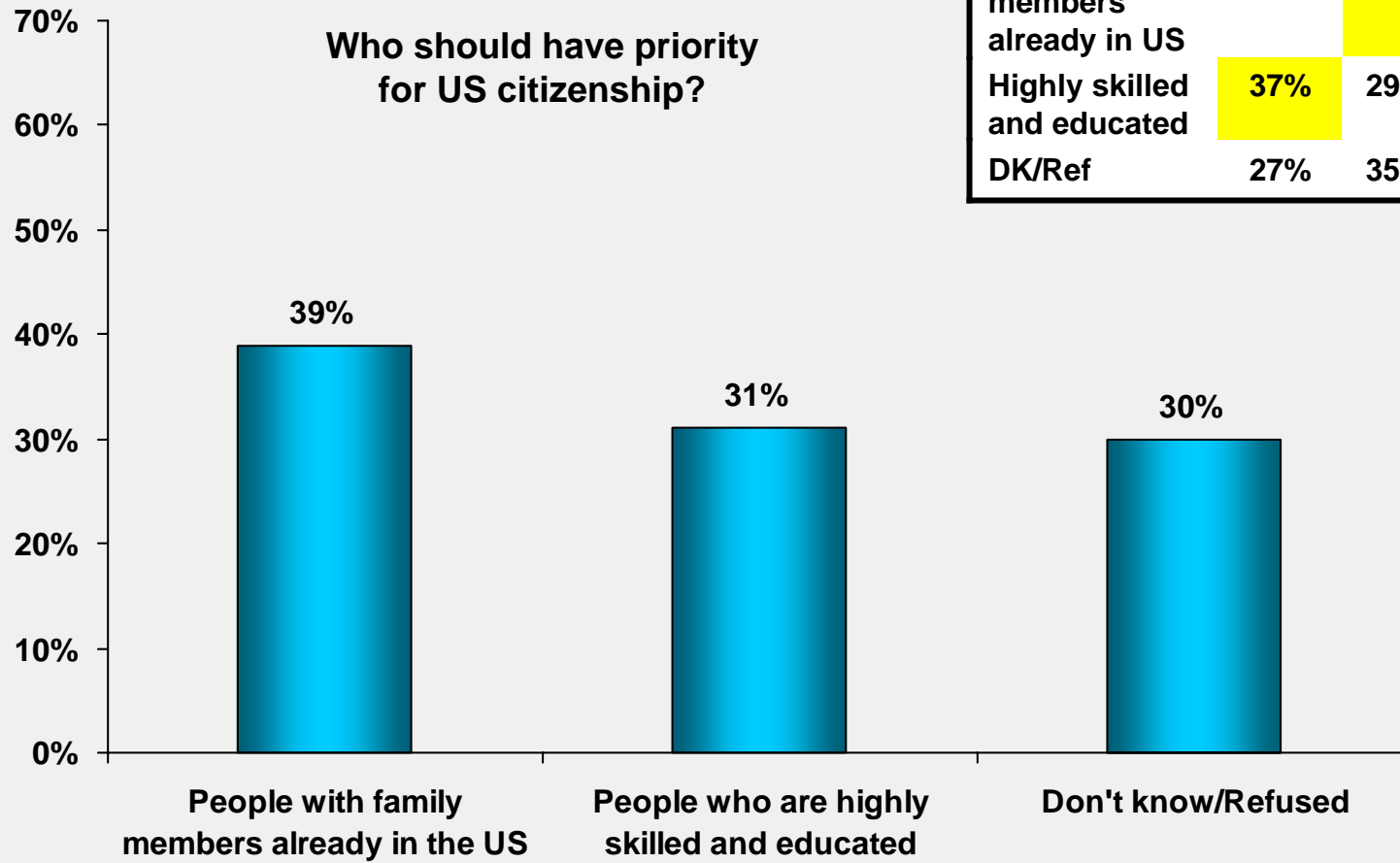
|                       | <u>Total</u> | <u>Rep</u> | <u>Ind</u> | <u>Dem</u> |
|-----------------------|--------------|------------|------------|------------|
| Increased             | 13%          | 12%        | 16%        | 11%        |
| Kept at present level | 35%          | 36%        | 36%        | 37%        |
| Decreased             | 41%          | 46%        | 34%        | 42%        |



- Immigration should be increased
- Immigration should be kept at present level
- Immigration should be decreased

*Now thinking about immigration, in your opinion, should legal immigration into the United States be kept at its present level, increased, or decreased?*

# Immigration Issues



May 2007

|                              | <u>Rep</u> | <u>Ind</u> | <u>Dem</u> |
|------------------------------|------------|------------|------------|
| Family members already in US | 36%        | 36%        | 44%        |
| Highly skilled and educated  | 37%        | 29%        | 28%        |
| DK/Ref                       | 27%        | 35%        | 27%        |

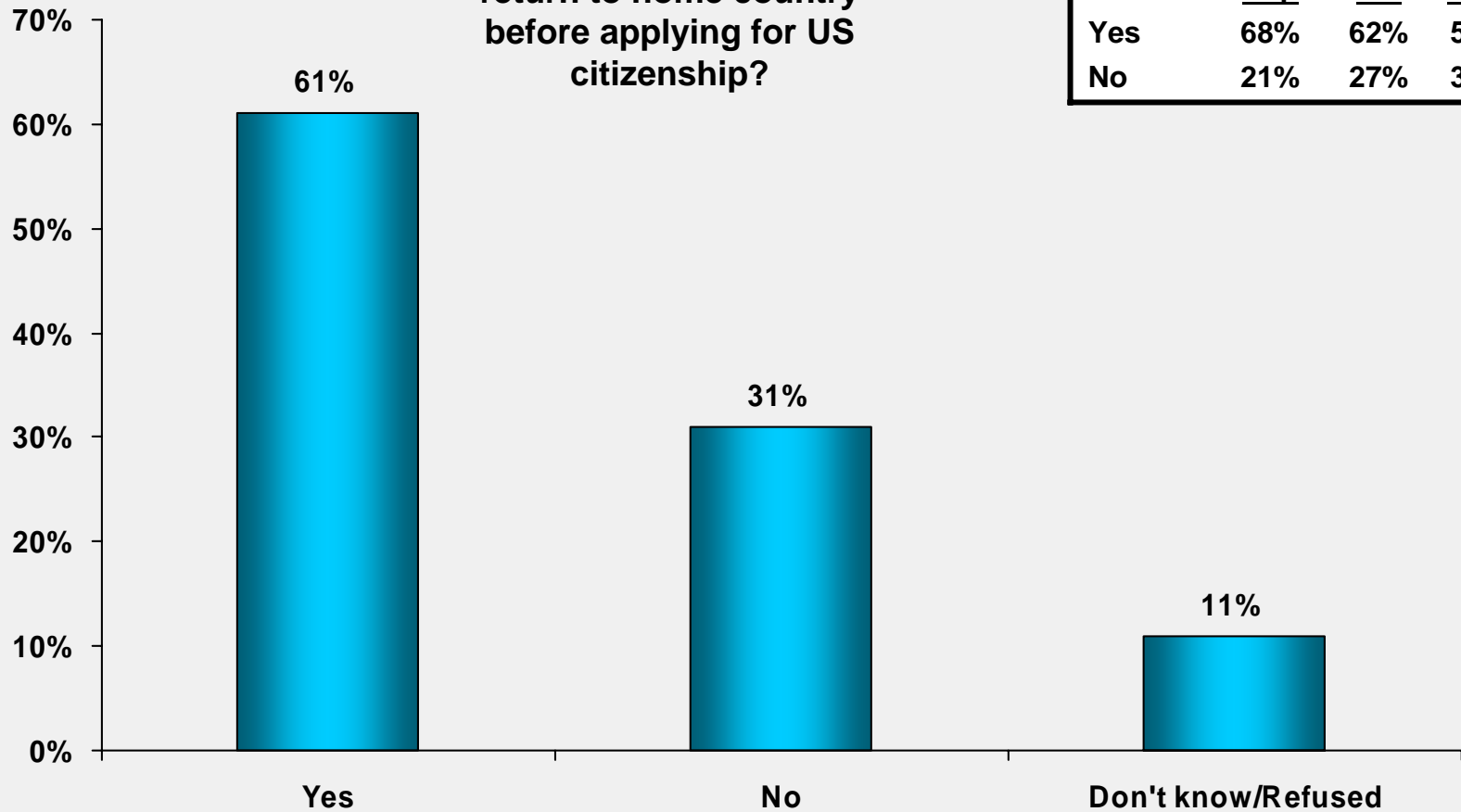
*In your opinion, in deciding whether people from other countries should be allowed to legally stay in the US, should the government give higher priority to (ROTATE) people who are highly educated and highly skilled workers, OR people who have family members already living in the US?*

# Immigration Issues

Should illegal immigrants return to home country before applying for US citizenship?

May 2007

|     | <u>Rep</u> | <u>Ind</u> | <u>Dem</u> |
|-----|------------|------------|------------|
| Yes | 68%        | 62%        | 58%        |
| No  | 21%        | 27%        | 32%        |



*Should people who originally entered the US illegally be required to return to their home country before being allowed to apply for full US citizenship?*



# *The Diageo Hotline Poll*

## Overview of May Poll Findings

Presented by:  
Ed Reilly & Ed Rollins

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