



The Diageo Hotline Poll

Overview of July Poll Findings

Presented by:
Ed Reilly & Ed Rollins

July 27, 2006



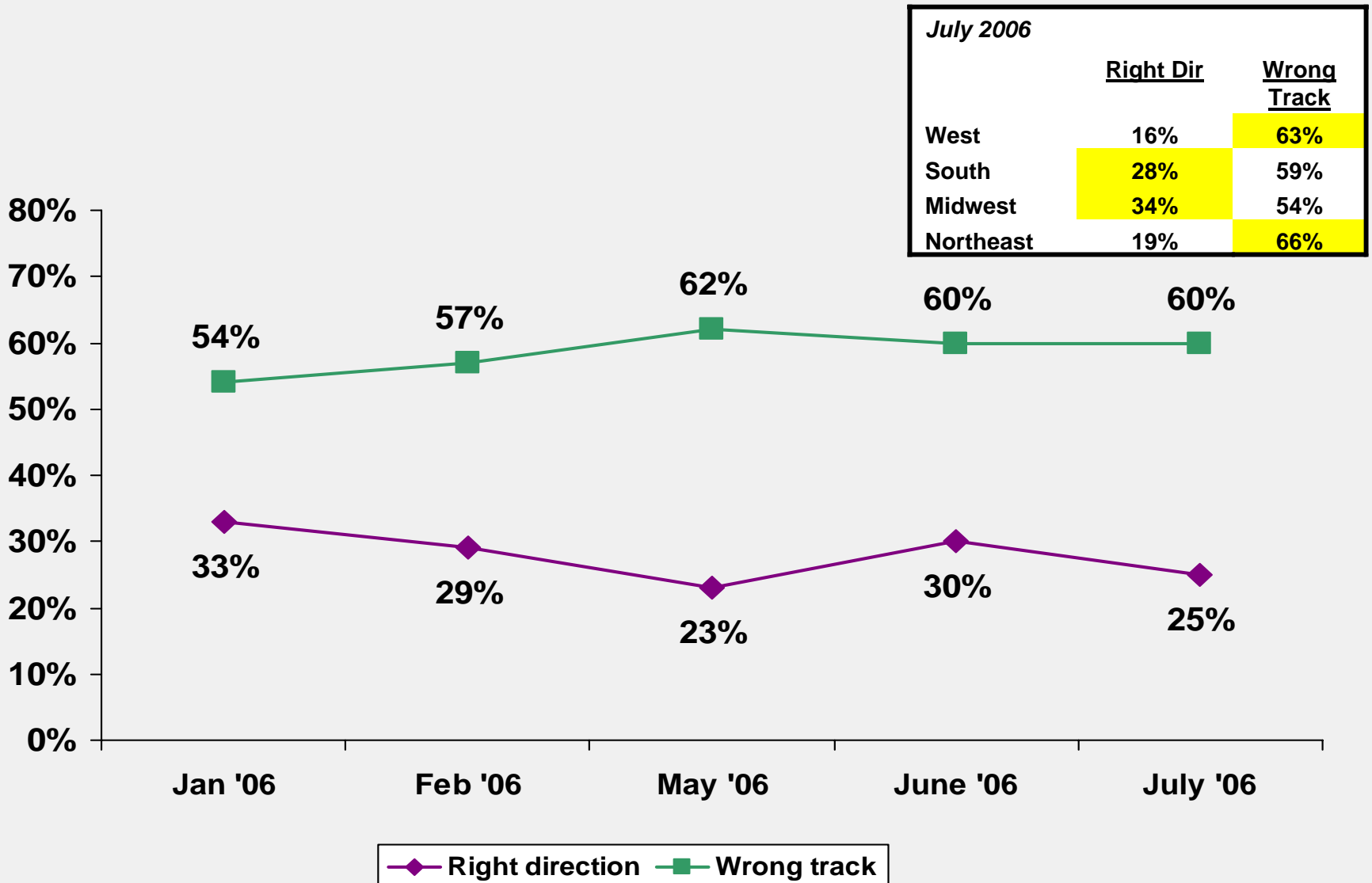
Methodology

- ❑ This *Diageo Hotline Poll* was conducted by telephone between July 20 and 23, 2006 among:
 - ❑ A random national 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

Right Direction vs. Wrong Track

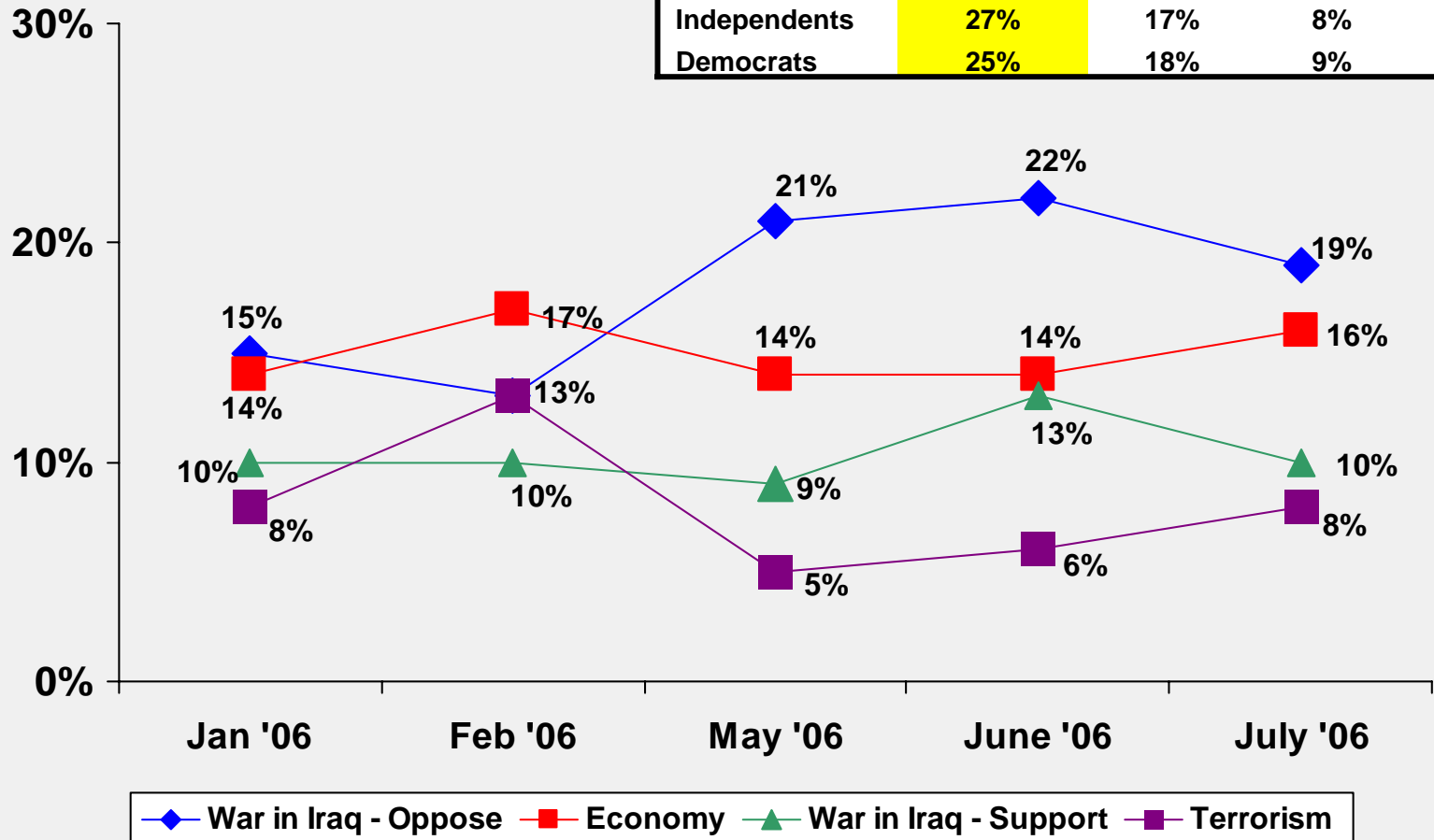


Do you feel things in the country are generally going in the right direction, or do you think things are seriously off on the wrong track?

Most Important Issue

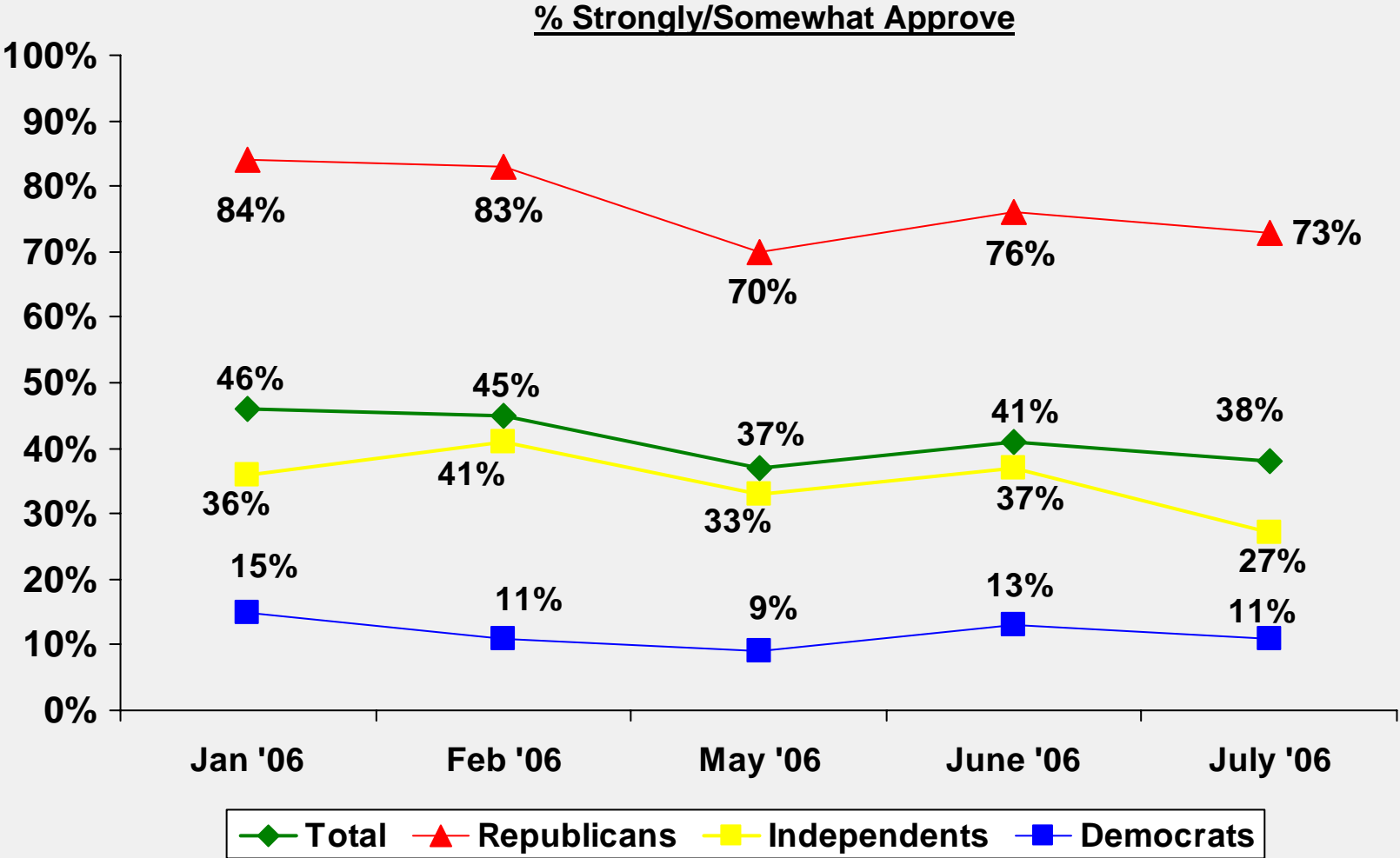
July 2006

	<u>Iraq- Oppose</u>	<u>Economy</u>	<u>Iraq - Support</u>	<u>Terrorism</u>
Republicans	8%	16%	12%	13%
Independents	27%	17%	8%	6%
Democrats	25%	18%	9%	3%



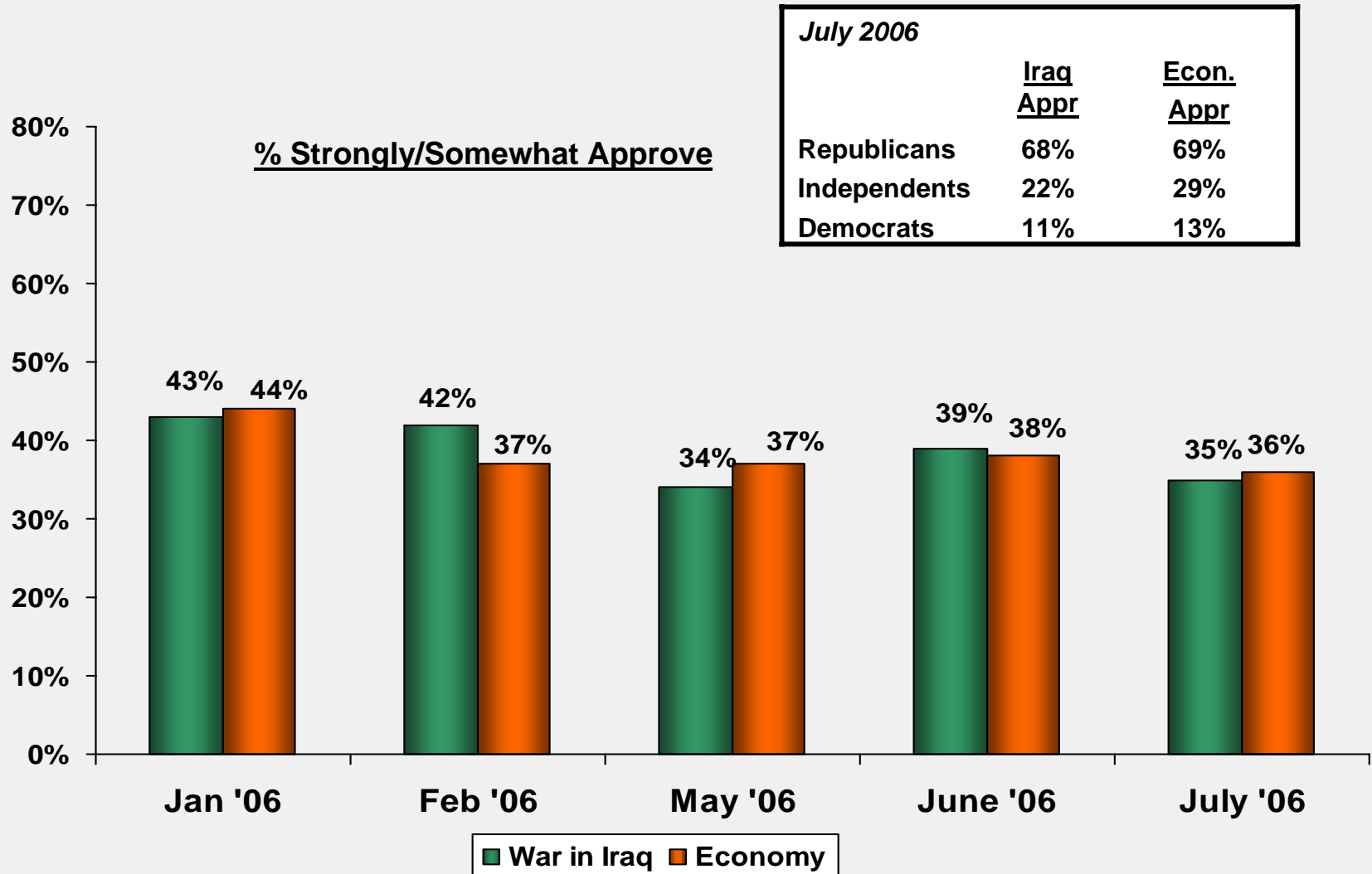
And what is the most important issue facing the U.S. today?

Bush Job Approval



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

Bush Approval – Iraq, Economy



July 2006

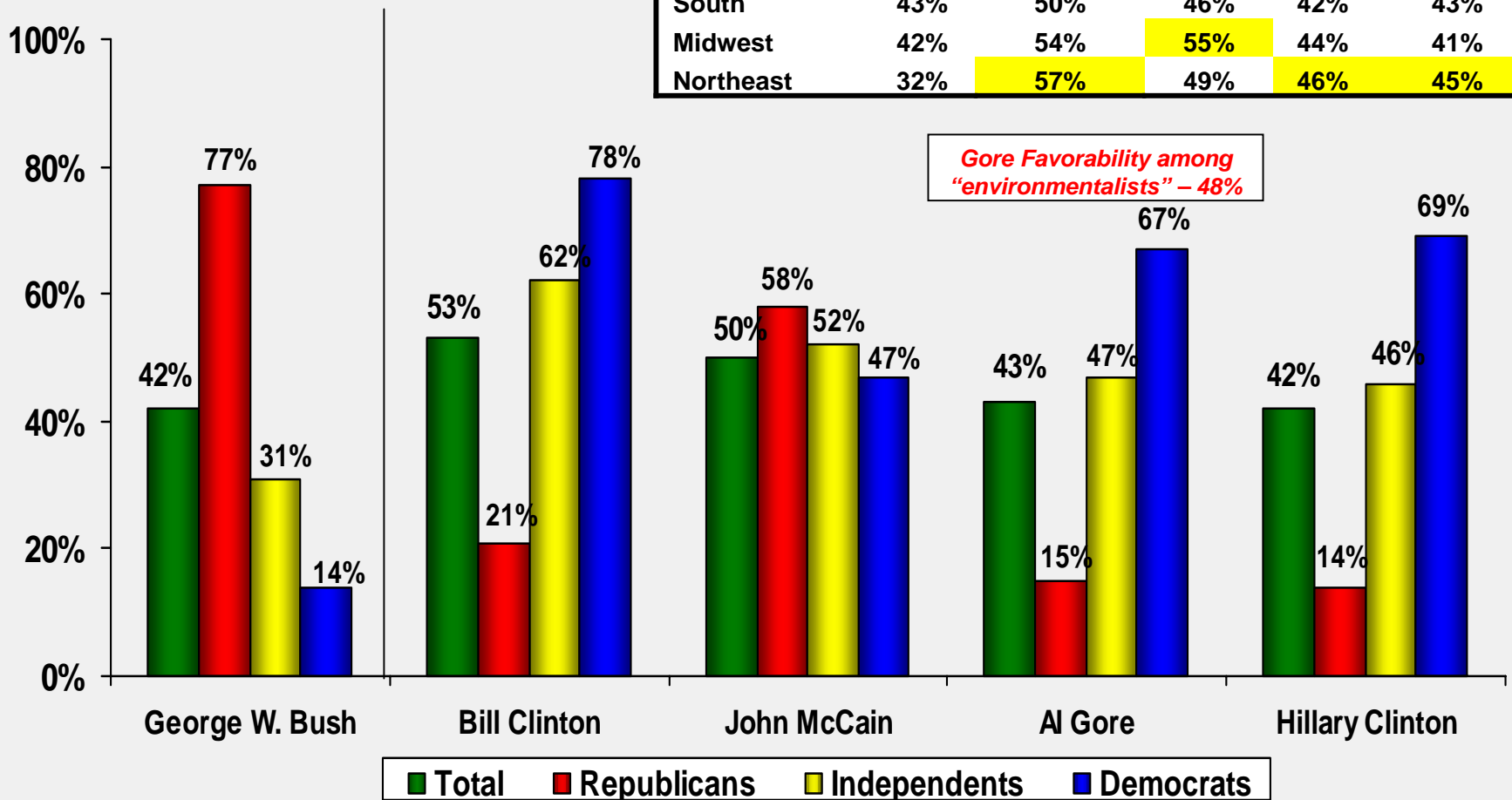
	<u>Iraq</u> <u>Appr</u>	<u>Econ.</u> <u>Appr</u>
Republicans	68%	69%
Independents	22%	29%
Democrats	11%	13%

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

Favorability: Public Figures

% Strongly/Somewhat Favorable

	<u>Bush</u> <u>Fav</u>	<u>B. Clinton</u> <u>Fav</u>	<u>McCain</u> <u>Fav</u>	<u>Gore</u> <u>Fav</u>	<u>H. Clinton</u> <u>Fav</u>
West	49%	51%	51%	40%	40%
South	43%	50%	46%	42%	43%
Midwest	42%	54%	55%	44%	41%
Northeast	32%	57%	49%	46%	45%



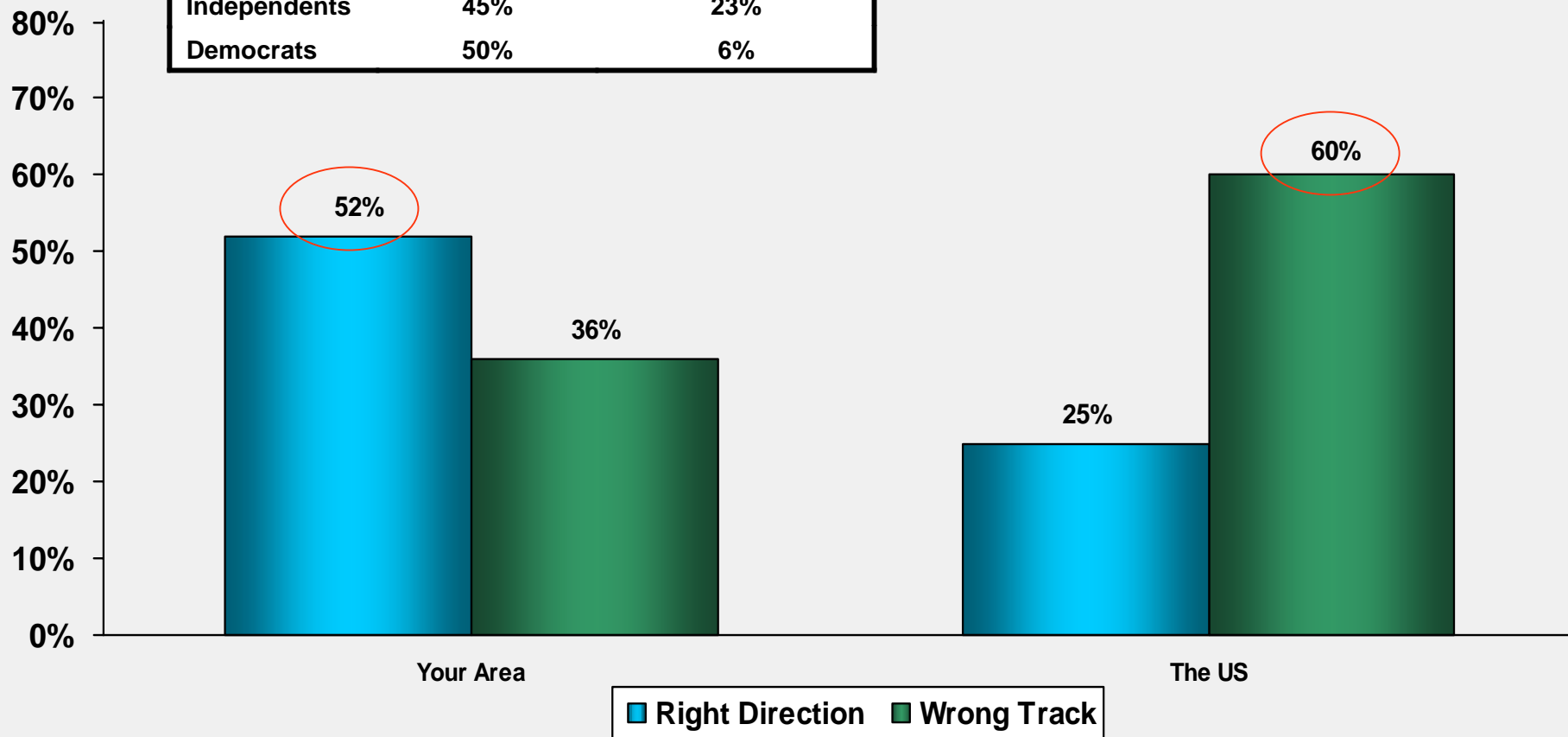
Please tell me if you have a favorable or unfavorable opinion of the following public figures.

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Local vs. National Mood/Priorities

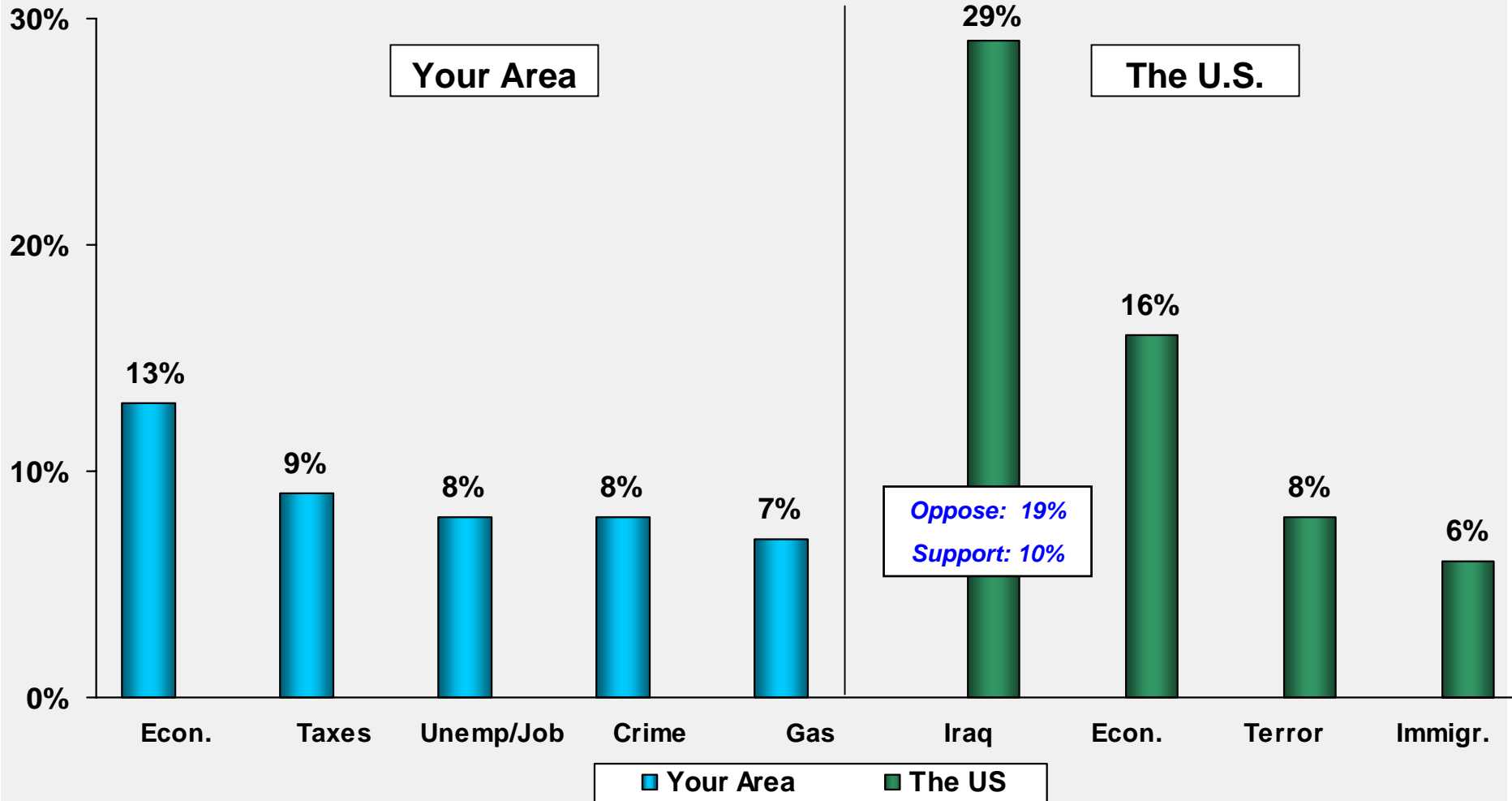
The Mood – Local vs. National

<i>July 2006</i>	<u>YOUR AREA</u>	<u>The U.S.</u>
	<u>Right Direction</u>	<u>Right Direction</u>
Republicans	60%	46%
Independents	45%	23%
Democrats	50%	6%



Do you feel things in [Split Sample A: your area / Split Sample B: the country today] are going in the right direction, or do you think things are seriously off on the wrong track?

Most Important Issue – Local vs. National



And what is the most important issue facing your area today? (open-end)

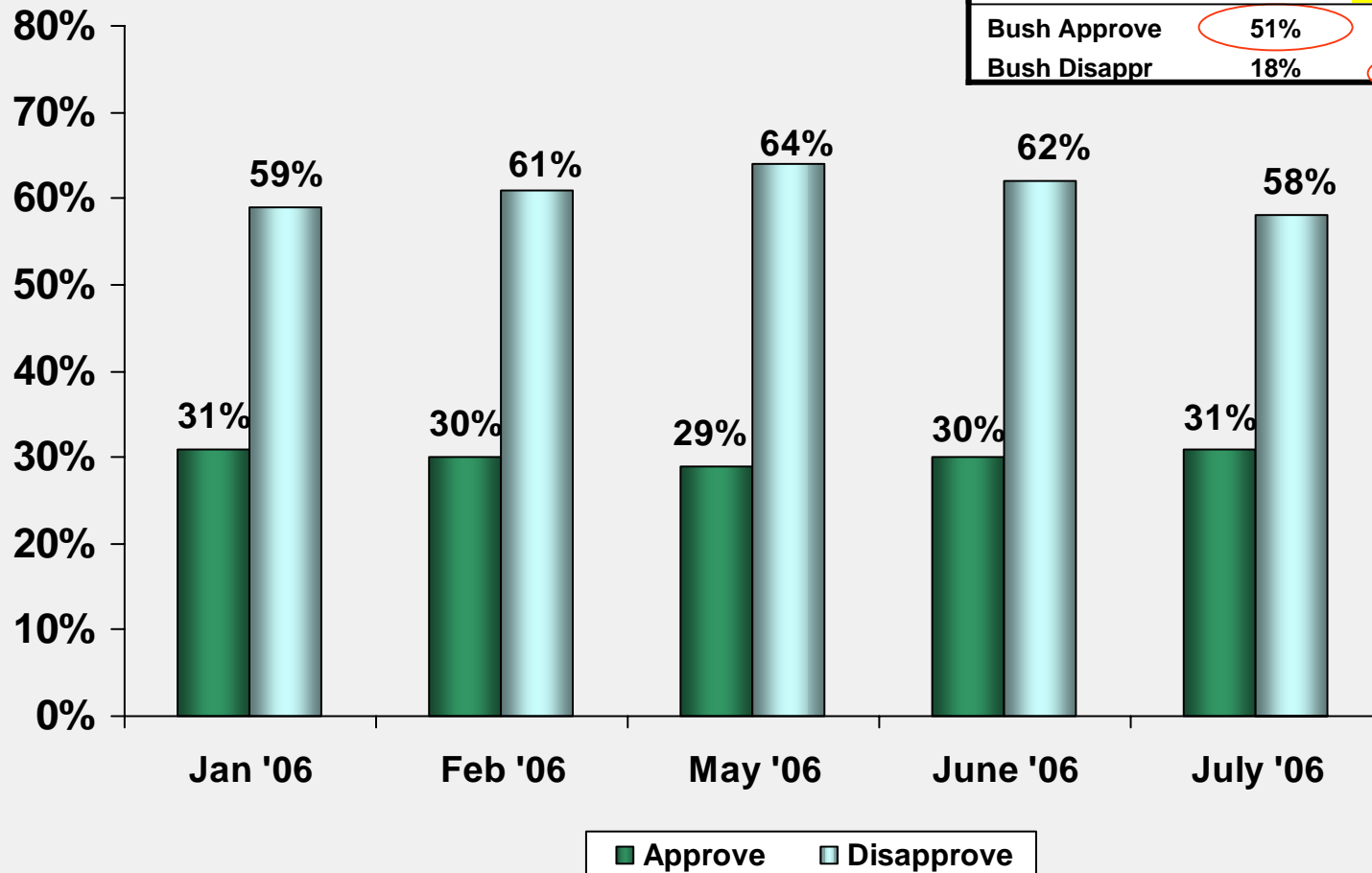
And what is the most important issue facing the U.S. today? (open-end)

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U.S. Congress

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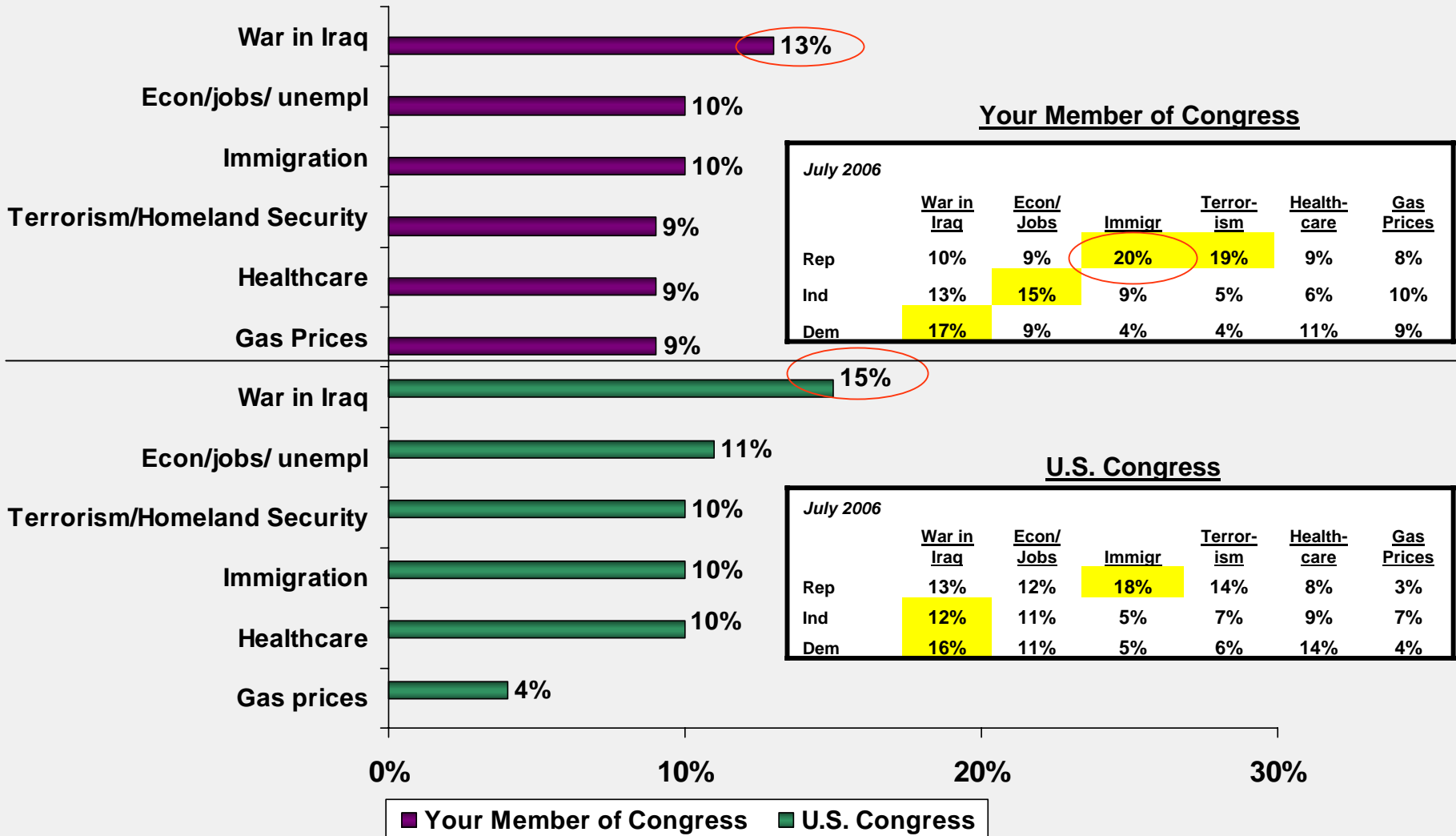
Congressional Job Approval



July 2006		
	Approve	Disapprove
Republicans	44%	47%
Independents	26%	64%
Democrats	23%	67%
Bush Approve	51%	41%
Bush Disappr	18%	70%

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

Your Member / U.S. Congress: Priorities



Which one of the following issues do you think should be top priority for [Split Sample A: your member of Congress / Split Sample B: the U.S. Congress] to address?

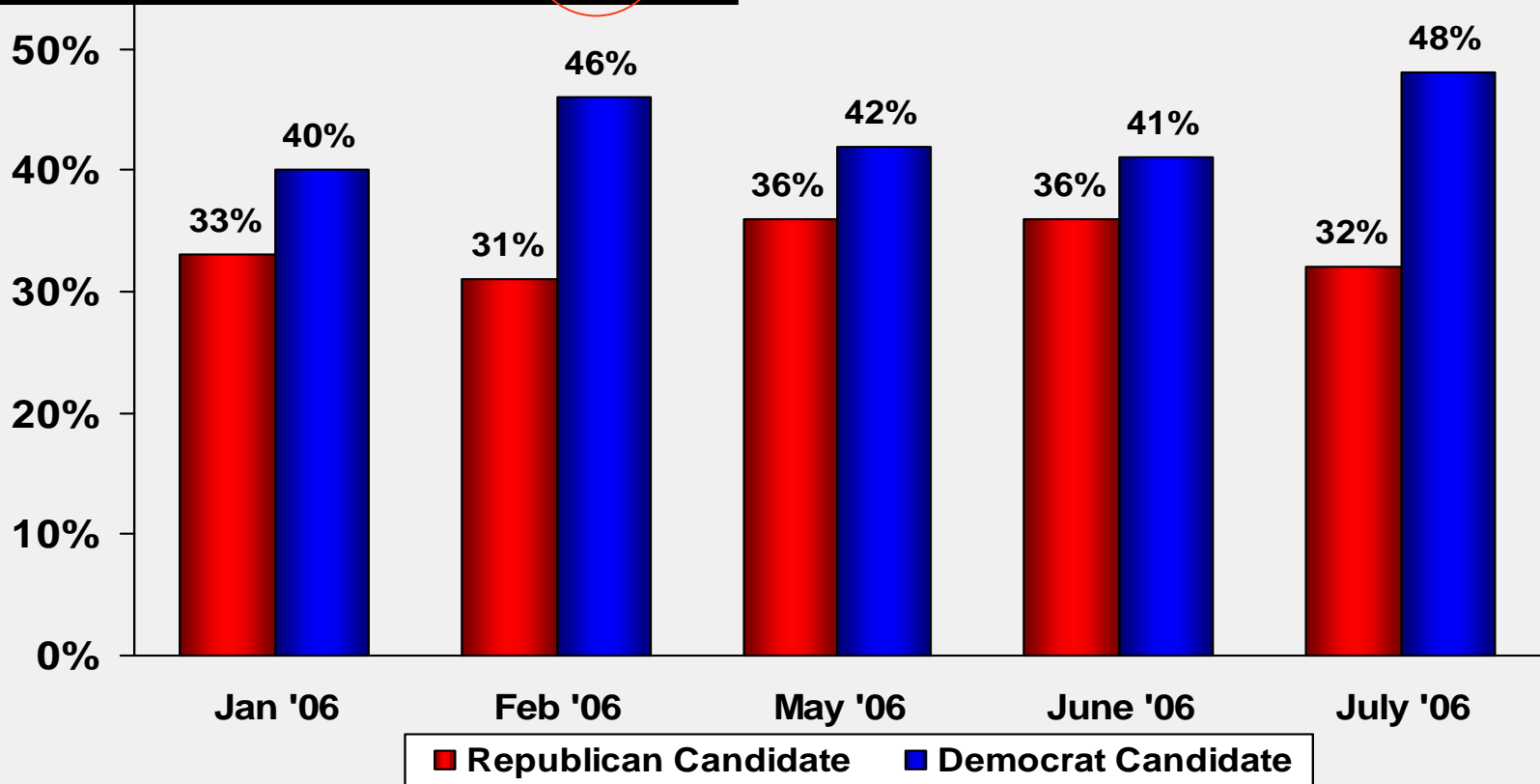
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2006 Congressional Election

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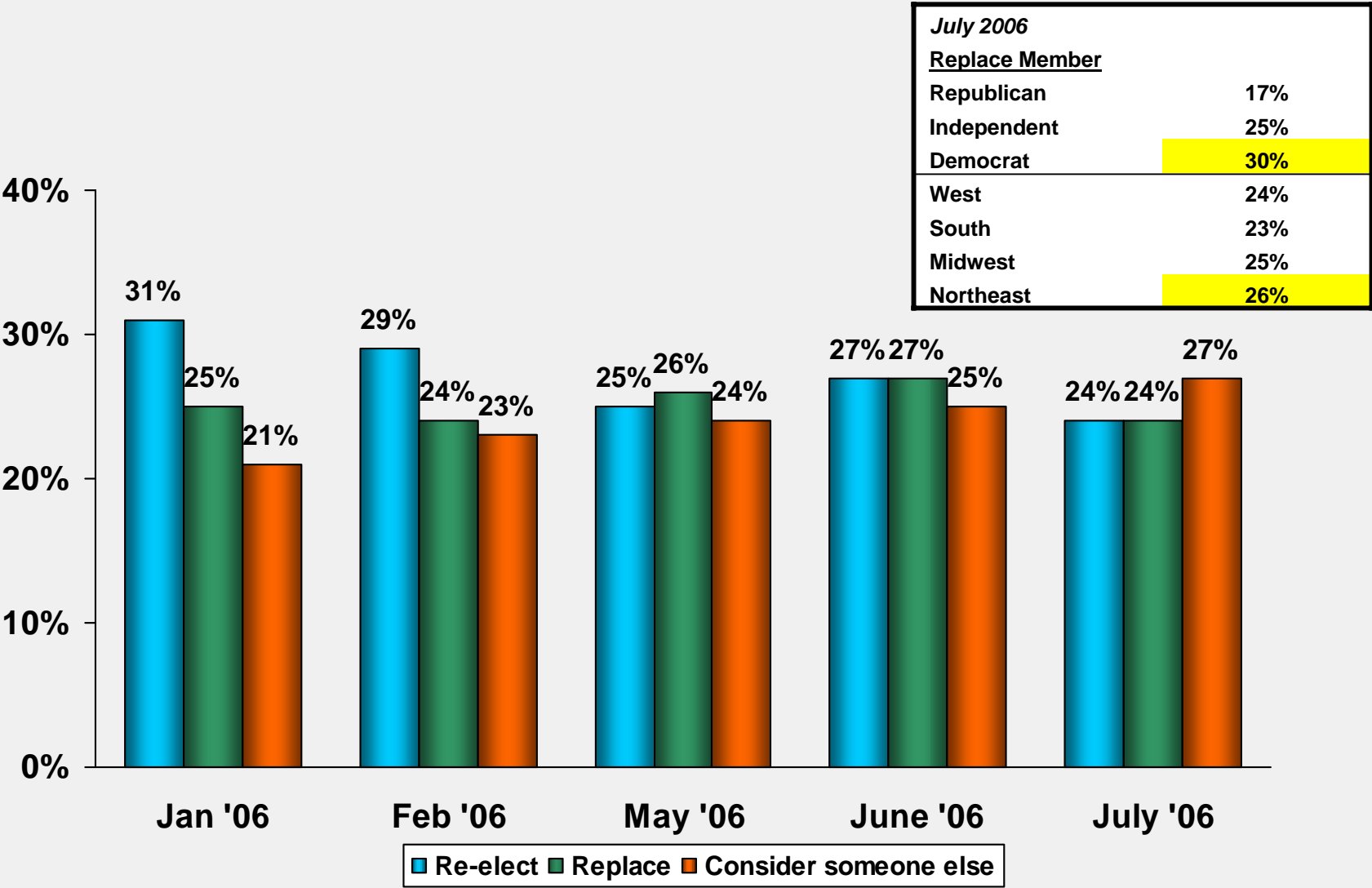
Generic Congressional Ballot

July 2006		
	Rep Cand	Dem Cand
Republican	77%	12%
Independent	23%	39%
Democrat	4%	87%
West	40%	46%
South	30%	49%
Midwest	36%	48%
Northeast	24%	49%



Thinking about the next election for U.S. Congress, if the election for U.S. Congress were held today, would you be voting for the Democratic candidate or the Republican candidate in your district where you live?

Re-Elect: Congressional Vote



Thinking about the next election for U.S. Congress, do you think you will vote to re-elect your member of Congress, will you consider voting for someone else, or do you think you will vote to replace your current member of Congress?

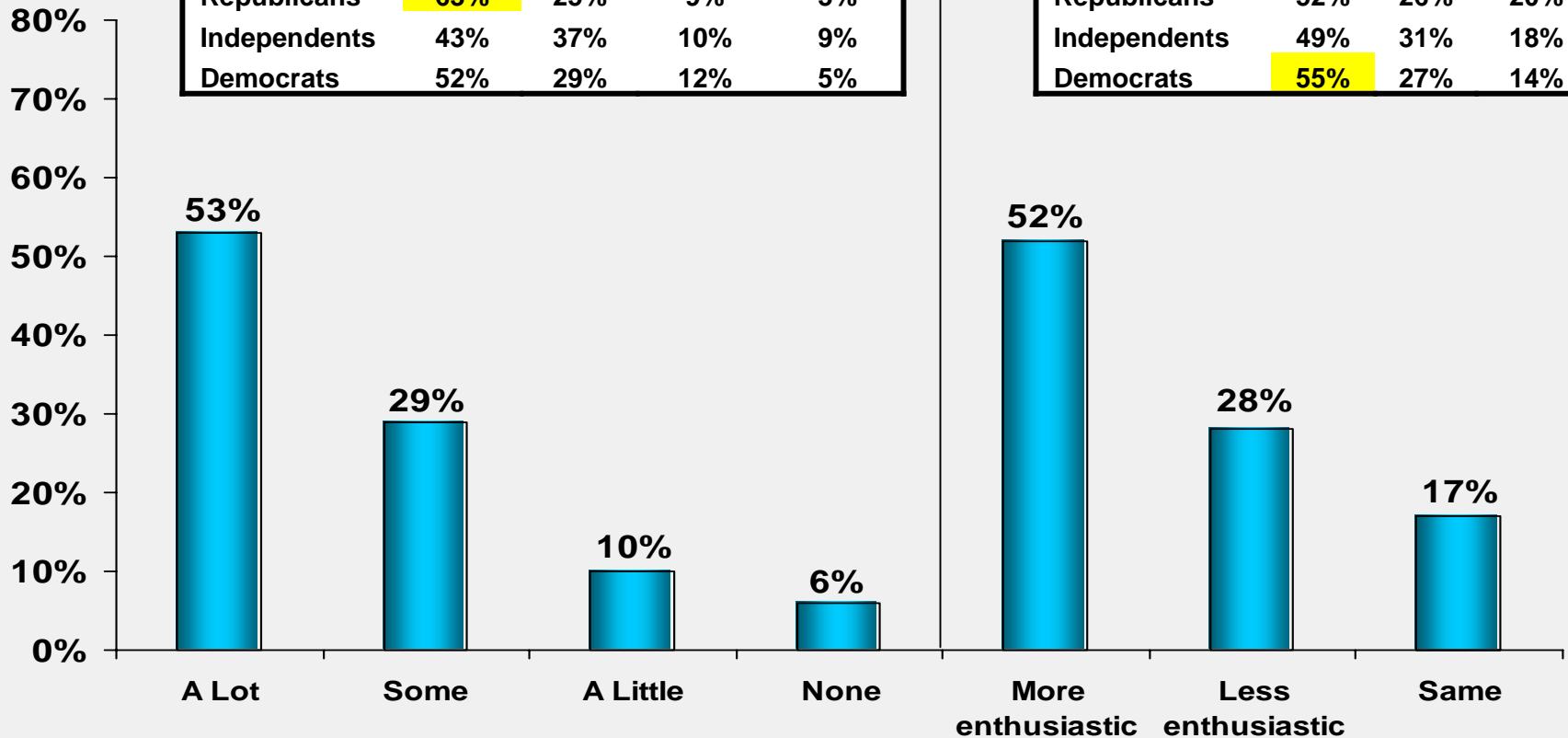
Interest in Congressional Elections

July 2006

	<u>A Lot</u>	<u>Some</u>	<u>A Little</u>	<u>None</u>
Republicans	63%	25%	9%	3%
Independents	43%	37%	10%	9%
Democrats	52%	29%	12%	5%

July 2006

	<u>More</u>	<u>Less</u>	<u>Same</u>
Republicans	52%	26%	20%
Independents	49%	31%	18%
Democrats	55%	27%	14%

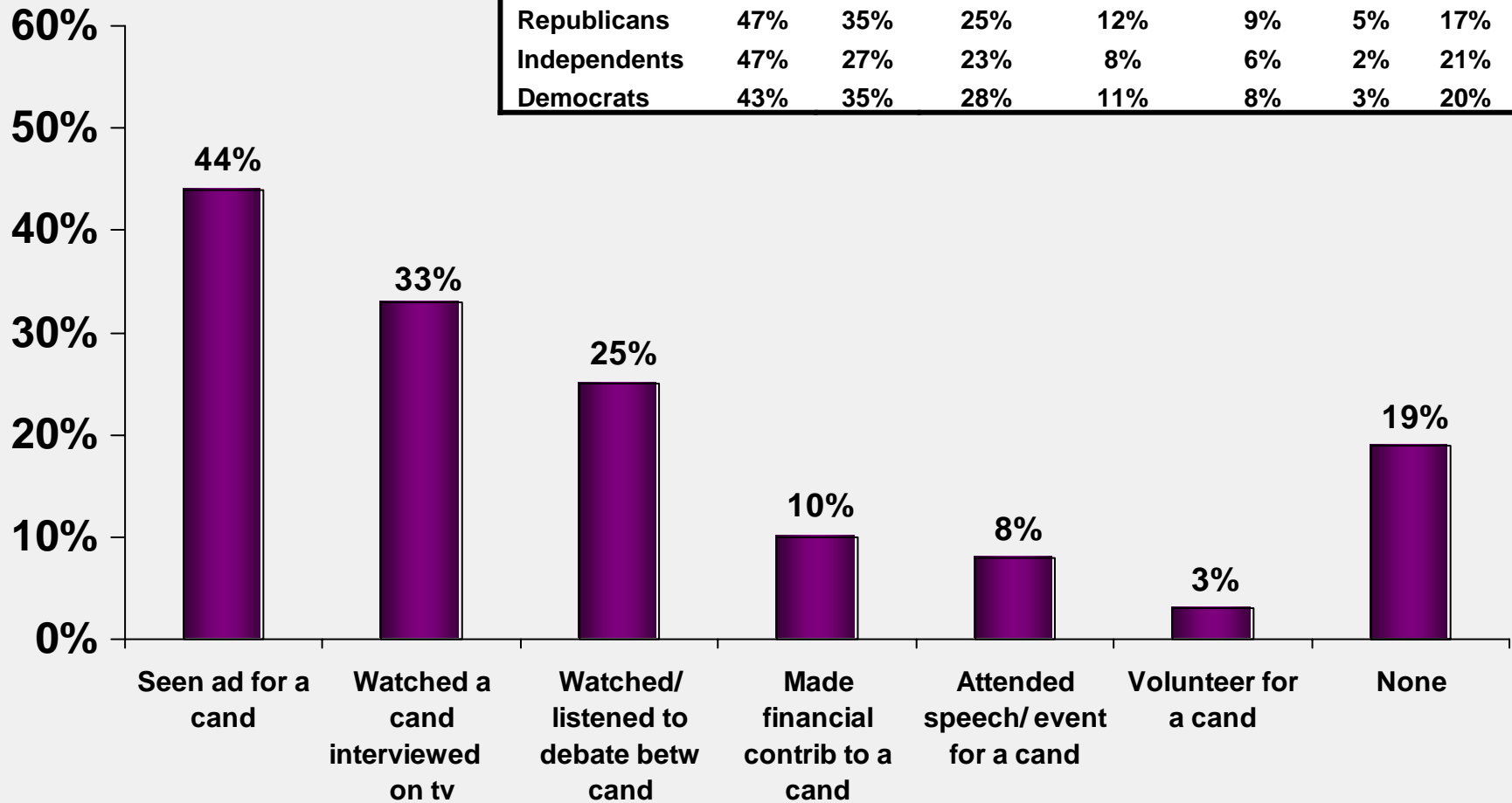


As you may know, there will be elections for U.S. Congress this fall, November 2006. How much interest do you have in the upcoming elections for U.S. Congress?

Compared to previous elections, are you more enthusiastic about voting in the upcoming elections for U.S. Congress, or less enthusiastic about voting in the upcoming elections for U.S. Congress?

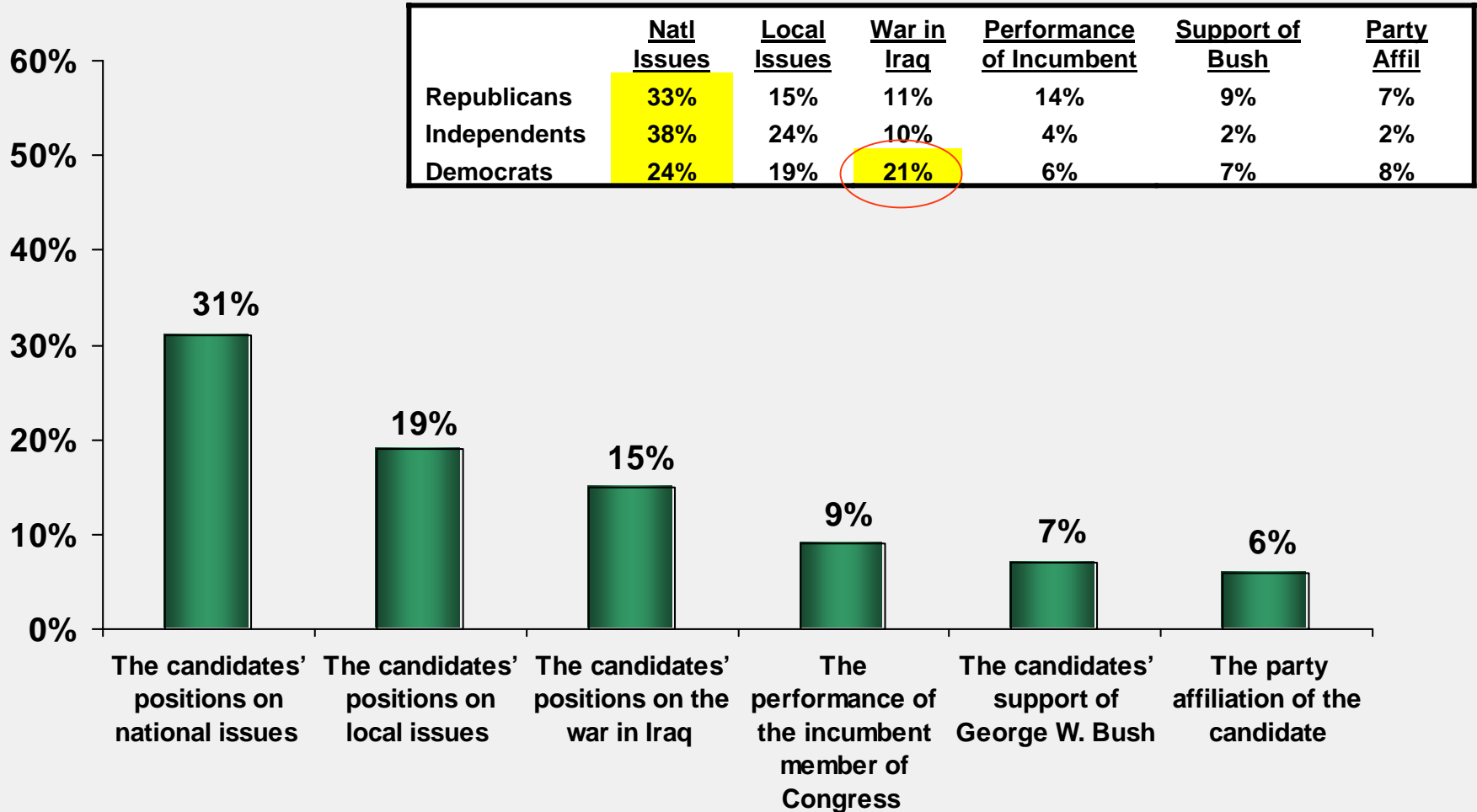
Engagement in Congressional Elections

	<u>Ad</u>	<u>Intvw</u>	<u>Debate</u>	<u>Fin Contrib</u>	<u>Speech/Event</u>	<u>Vol</u>	<u>None</u>
Republicans	47%	35%	25%	12%	9%	5%	17%
Independents	47%	27%	23%	8%	6%	2%	21%
Democrats	43%	35%	28%	11%	8%	3%	20%



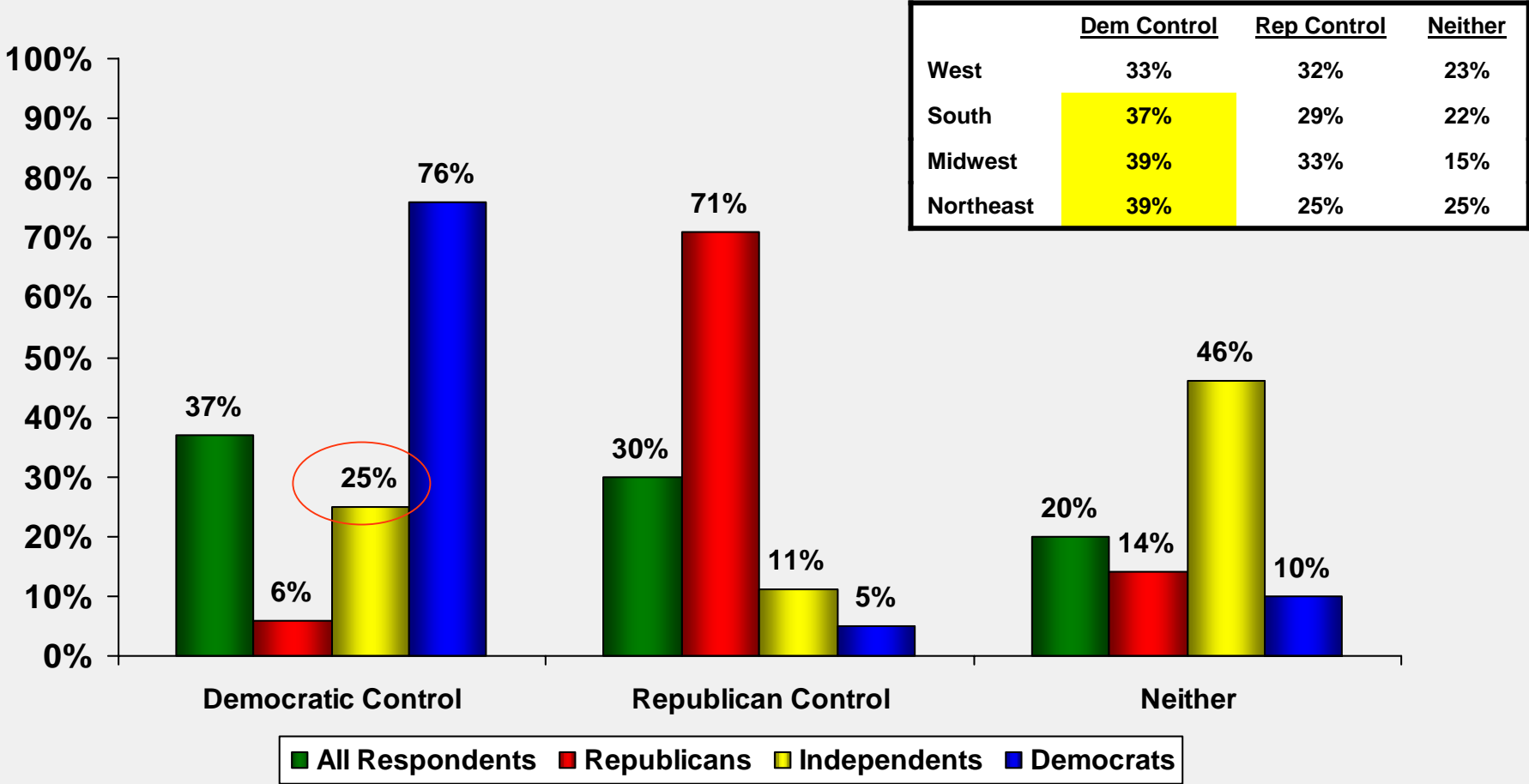
Please tell me which of the following, if any, you have done this year?

Congressional Candidate Choice



When you think about how you might vote in the next election for U.S. Congress, which of the following is most likely to affect your candidate choice?

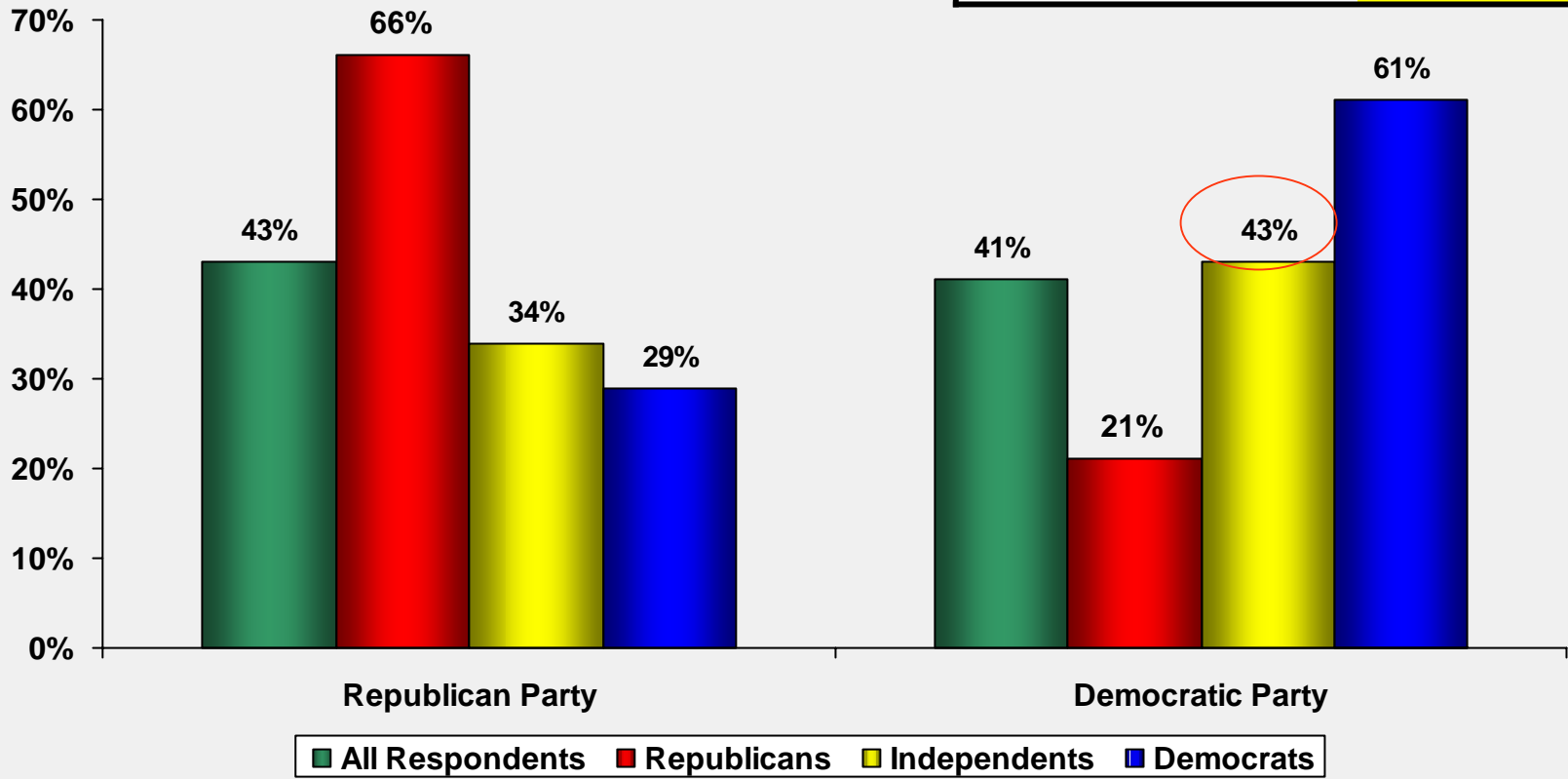
Who should control Congress?



And, in your opinion, do you think the country would be better off if the Republicans controlled Congress or if the Democrats controlled Congress?

Who will control Congress?

	<u>Rep Control</u>	<u>Dem Control</u>
West	45%	39%
South	44%	39%
Midwest	48%	40%
Northeast	34%	45%



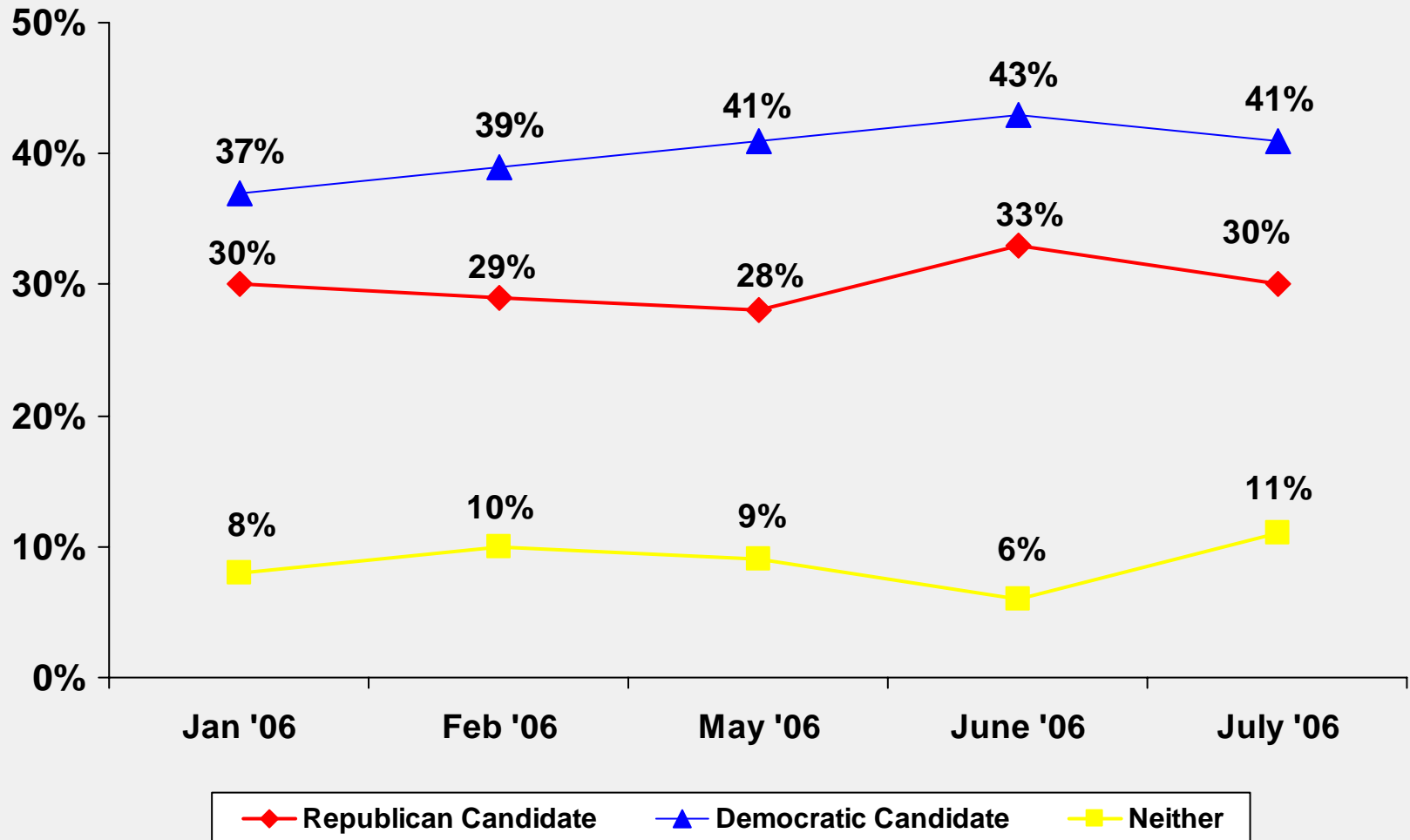
Regardless of who you think you will vote for in the next election for U.S. Congress, which party do you think is most likely to have the majority in Congress after the election – the Democratic party or the Republican party?

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2008 Presidential Election

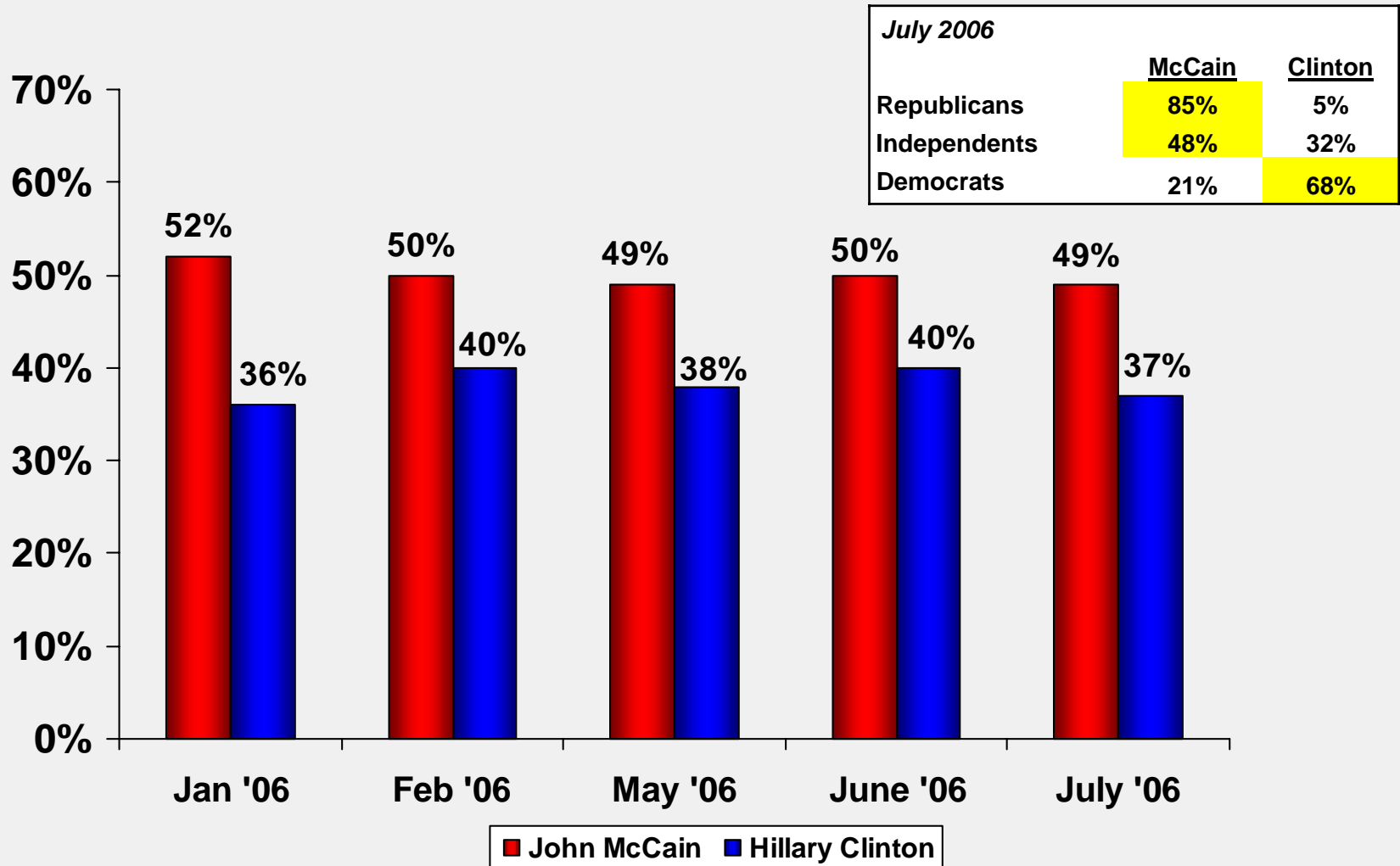
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Generic Presidential Ballot



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?

John McCain vs. Hillary Clinton



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

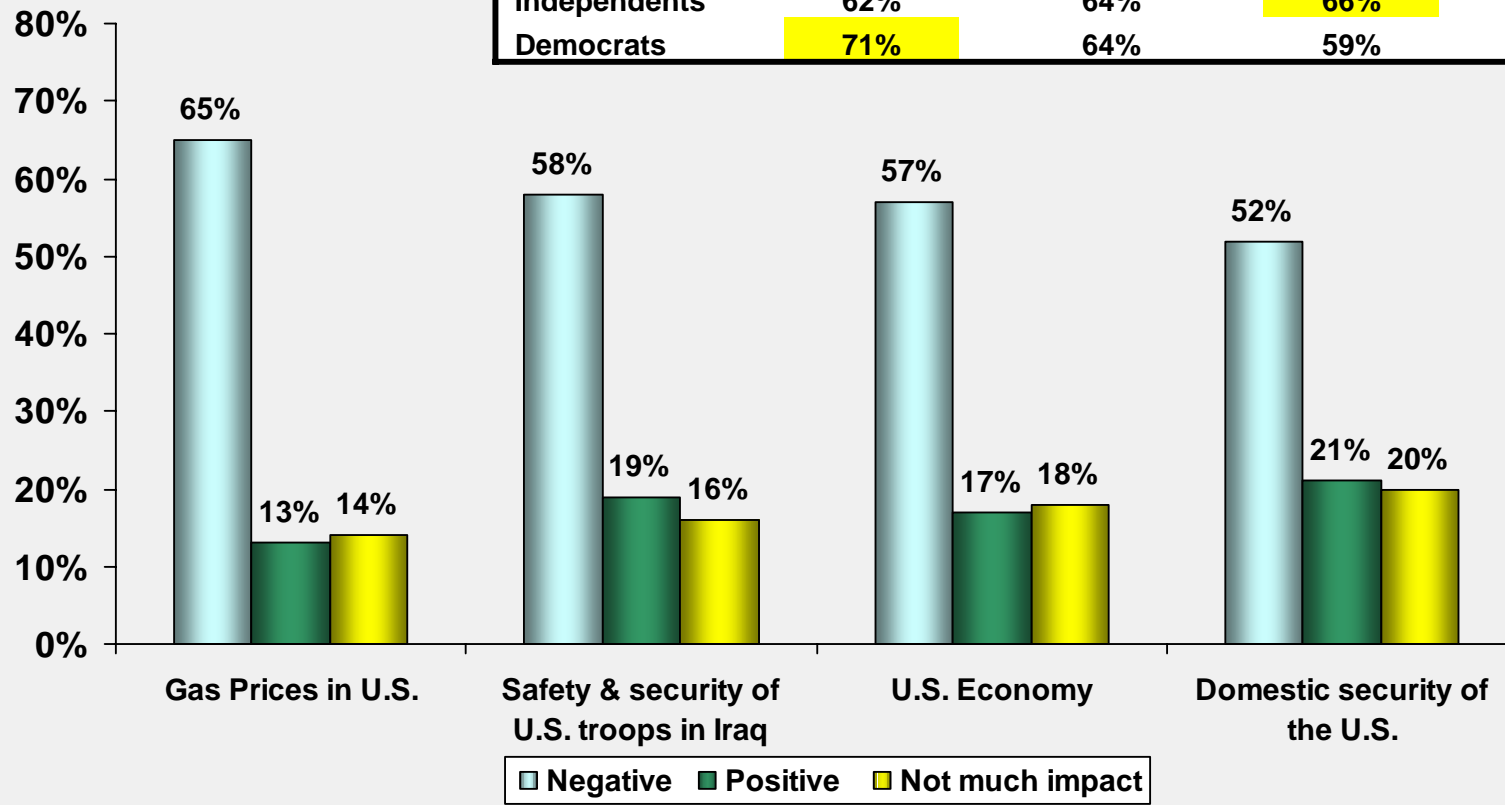
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Foreign Affairs

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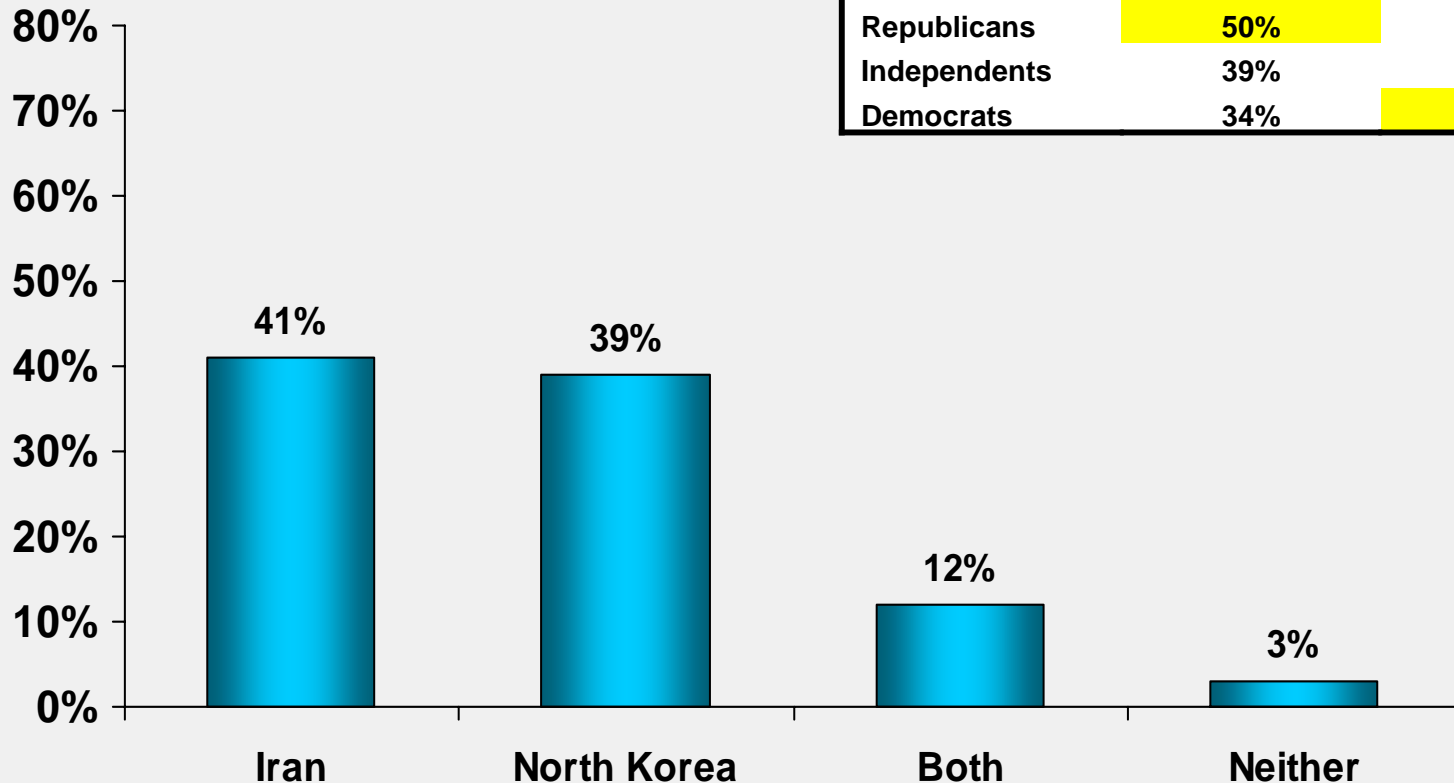
Impact of the Middle East Conflict on the U.S.

% Negative Impact on U.S.				
	<u>Gas Prices</u>	<u>Safety & Security of Troops</u>	<u>U.S. Economy</u>	<u>Domestic Security</u>
Republicans	65%	49%	50%	51%
Independents	62%	64%	66%	58%
Democrats	71%	64%	59%	52%



As you may know, in recent days, there has been increased violence between Israel and Arab groups like Hamas and Hezbollah. Do you think these events have had a positive impact, negative impact, or not much impact at all on the following?

Which country poses a bigger threat – North Korea or Iran?



July 2006

	<u>Iran</u>	<u>North Korea</u>
Republicans	50%	34%
Independents	39%	36%
Democrats	34%	46%

In your opinion, which country do you think poses a greater threat to U.S. security – (ROTATE) North Korea or Iran?

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