

DIAGEO | The Hotline

Diageo/The Hotline Poll
Conducted By:



January 2008

Field Dates: January 10-12, 2008

Sample Size: 803 Registered Voters

Margin of Error: +/-3.5

Note: Percentages less than 0.5 printed as *. DPV = "Democratic Primary Voters" and RPV = "Republican Primary Voters."

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	RPV	DPV
Right direction	22%	42%	18%	9%	43%	9%
Wrong track	68%	44%	73%	84%	46%	84%
Neither (DO NOT READ)	6%	9%	6%	3%	7%	3%
Don't know/Refused (DO NOT READ)	4%	5%	2%	4%	5%	4%

2. And what is the most important issue facing the US today? (OPEN END, PRE-CODE)

	TOTAL	Rep	Ind	Dem	RPV	DPV
Economy in general	24%	19%	28%	26%	19%	26%
War in Iraq - Oppose	12%	5%	5%	20%	6%	18%
Fear of war/feelings of fear in this country	6%	4%	8%	6%	5%	8%
Immigration/illegal aliens	5%	11%	4%	2%	10%	3%
Terrorism	4%	9%	3%	*	9%	1%
War in Iraq - Support	3%	6%	1%	1%	7%	1%

Education/poor education/ access to education	3%	2%	3%	3%	2%	2%
Dissatisfaction with government/Congress/ politicians/ candidates	3%	4%	3%	2%	4%	2%
Abortion - Pro-choice	3%	4%	4%	2%	5%	2%
Gas/fuel/oil prices	2%	1%	3%	3%	1%	3%
Poor healthcare/hospitals; high cost of health care	2%	*	2%	4%	-	4%
Ethics/moral/ religious/family decline; dishonesty; lack of integrity	2%	2%	1%	2%	1%	2%
Medicare issues	2%	1%	1%	2%	1%	2%
Unemployment/jobs	1%	2%	1%	2%	1%	2%
High cost of living/ inflation	1%	2%	1%	2%	2%	1%
Taxes	1%	*	1%	*	1%	*
Social Security	1%	1%	1%	1%	1%	1%
Moral values	1%	1%	1%	-	1%	*
Outsourcing of jobs/ jobs sent overseas	1%	1%	1%	2%	1%	1%
Agricultural/farming	1%	2%	1%	-	2%	1%
International issues/problems	1%	1%	1%	1%	*	1%
Crime/violence	1%	1%	1%	2%	1%	2%
Poverty/hunger/homelessness	1%	1%	-	1%	1%	1%
Illegal drugs	1%	*	1%	2%	*	1%
Environment/ pollution	1%	-	1%	2%	*	2%
Cost of prescription drugs	1%	1%	2%	1%	1%	1%
Other (SPECIFY)	12%	12%	19%	9%	11%	11%
Don't know/Refused	2%	3%	1%	1%	3%	1%

3. Opinion of... 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	RPV	DPV
Strongly favorable	16%	34%	15%	4%	34%	5%
Somewhat favorable	22%	39%	22%	8%	38%	9%
Somewhat unfavorable	13%	12%	18%	11%	12%	13%
Strongly unfavorable	46%	12%	44%	74%	13%	72%
Heard of but can't rate (DO NOT READ)	1%	2%	1%	*	2%	*
Don't know/Refused (DO NOT READ)	2%	1%	-	1%	1%	1%

[SPLIT SAMPLE Q.4-Q.7]

4a. Opinion of... Hillary Clinton (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	RPV	DPV
Strongly favorable	28%	6%	16%	51%	7%	50%
Somewhat favorable	28%	11%	36%	37%	11%	38%
Somewhat unfavorable	12%	21%	11%	6%	21%	5%
Strongly unfavorable	29%	57%	31%	7%	56%	7%
Heard of but can't rate (DO NOT READ)	1%	-	3%	1%	-	1%
Don't know/Refused (DO NOT READ)	2%	3%	2%	-	3%	-

4b. Opinion of... John Edwards (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	RPV	DPV
Strongly favorable	11%	4%	7%	19%	3%	17%
Somewhat favorable	36%	23%	39%	44%	25%	45%
Somewhat unfavorable	17%	28%	18%	11%	26%	10%
Strongly unfavorable	16%	32%	18%	4%	30%	5%
Heard of but can't rate (DO NOT READ)	8%	5%	9%	10%	4%	10%
Haven't heard of (DO NOT READ)	6%	1%	3%	10%	3%	10%
Don't know/Refused (DO NOT READ)	6%	8%	6%	2%	9%	3%

5a. Opinion of... Rudy Giuliani (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	RPV	DPV
Strongly favorable	9%	15%	11%	3%	15%	3%
Somewhat favorable	31%	52%	27%	22%	51%	20%
Somewhat unfavorable	25%	15%	28%	31%	17%	34%
Strongly unfavorable	20%	11%	20%	28%	9%	28%
Heard of but can't rate (DO NOT READ)	6%	3%	7%	8%	4%	8%
Haven't heard of (DO NOT READ)	3%	2%	-	3%	2%	4%
Don't know/Refused (DO NOT READ)	5%	3%	7%	4%	2%	4%

5b. Opinion of... 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	RPV	DPV
Strongly favorable	18%	31%	13%	9%	31%	8%
Somewhat favorable	42%	47%	55%	36%	44%	41%
Somewhat unfavorable	16%	9%	11%	24%	9%	20%
Strongly unfavorable	8%	5%	10%	10%	5%	11%
Heard of but can't rate (DO NOT READ)	6%	4%	5%	8%	5%	8%
Haven't heard of (DO NOT READ)	5%	3%	-	9%	3%	8%
Don't know/Refused (DO NOT READ)	4%	1%	5%	4%	3%	4%

6a. Opinion of... 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	RPV	DPV
Strongly favorable	26%	10%	25%	39%	9%	42%
Somewhat favorable	32%	19%	41%	34%	23%	34%
Somewhat unfavorable	18%	39%	12%	8%	35%	8%
Strongly unfavorable	14%	18%	14%	12%	20%	10%
Heard of but can't rate (DO NOT READ)	4%	4%	4%	3%	4%	2%
Haven't heard of (DO NOT READ)	2%	5%	1%	-	5%	*
Don't know/Refused (DO NOT READ)	4%	5%	3%	3%	5%	3%

6b. Opinion of... Mitt Romney (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	RPV	DPV
Strongly favorable	9%	20%	7%	2%	19%	2%
Somewhat favorable	27%	35%	35%	18%	34%	19%
Somewhat unfavorable	20%	16%	25%	23%	15%	26%
Strongly unfavorable	16%	10%	10%	25%	10%	21%
Heard of but can't rate (DO NOT READ)	10%	9%	13%	9%	9%	9%
Haven't heard of (DO NOT READ)	10%	3%	1%	17%	4%	16%
Don't know/Refused (DO NOT READ)	7%	7%	8%	5%	8%	7%

7a. Opinion of... Mike Huckabee (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	RPV	DPV
Strongly favorable	10%	16%	11%	4%	17%	5%
Somewhat favorable	29%	37%	34%	24%	40%	22%
Somewhat unfavorable	17%	8%	14%	25%	8%	27%
Strongly unfavorable	14%	11%	8%	21%	10%	19%
Heard of but can't rate (DO NOT READ)	12%	10%	18%	12%	9%	12%
Haven't heard of (DO NOT READ)	8%	9%	3%	8%	8%	8%
Don't know/Refused (DO NOT READ)	9%	9%	12%	6%	8%	7%

7b. Opinion of... Fred Thompson (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	RPV	DPV
Strongly favorable	9%	21%	3%	4%	18%	4%
Somewhat favorable	20%	31%	28%	9%	32%	12%
Somewhat unfavorable	20%	16%	18%	26%	14%	24%
Strongly unfavorable	15%	6%	20%	21%	6%	21%
Heard of but can't rate (DO NOT READ)	12%	11%	9%	11%	10%	12%
Haven't heard of (DO NOT READ)	15%	7%	12%	23%	11%	20%
Don't know/Refused (DO NOT READ)	9%	8%	10%	7%	9%	7%

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	RPV	DPV
Strongly approve	14%	28%	14%	3%	28%	4%
Somewhat approve	22%	45%	21%	6%	43%	6%
Somewhat disapprove	13%	13%	17%	12%	14%	13%
Strongly disapprove	48%	12%	46%	78%	12%	76%
Don't know/Refused (DO NOT READ)	3%	3%	3%	2%	3%	1%

[ROTATE Q.9 AND Q.10]

9. Do you approve or disapprove of the way George W. Bush is handling the situation in Iraq? Do you approve/disapprove strongly or somewhat?

	TOTAL	Rep	Ind	Dem	RPV	DPV
Strongly approve	18%	39%	15%	3%	39%	4%
Somewhat approve	16%	32%	16%	4%	29%	5%
Somewhat disapprove	12%	11%	15%	11%	12%	12%
Strongly disapprove	50%	15%	46%	80%	17%	78%
Don't know/Refused (DO NOT READ)	3%	3%	8%	1%	2%	1%

10. 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	RPV	DPV
Strongly approve	12%	27%	9%	2%	26%	2%
Somewhat approve	18%	34%	19%	5%	35%	7%
Somewhat disapprove	20%	17%	24%	20%	16%	19%
Strongly disapprove	45%	15%	43%	70%	18%	69%
Don't know/Refused (DO NOT READ)	5%	6%	5%	3%	6%	2%

11. 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	RPV	DPV
Strongly approve	4%	4%	4%	3%	5%	4%
Somewhat approve	19%	20%	13%	23%	20%	22%
Somewhat disapprove	31%	22%	28%	39%	19%	40%
Strongly disapprove	39%	49%	52%	26%	51%	28%
Don't know/Refused (DO NOT READ)	7%	5%	4%	8%	5%	6%

12. Thinking now about primary elections for national, state, and local office, for which party's candidate do you typically vote in primary elections for national, state and local office - the Democratic party candidate or the Republican party candidate?

	TOTAL	Rep	Ind	Dem	RPV	DPV
Vote in the Democratic primary	47%	5%	29%	90%	-	100%
Vote in the Republican primary	33%	88%	19%	2%	100%	-
Vote in other primary (DO NOT READ)	4%	*	14%	1%	-	-
Don't vote in primary elections (DO NOT READ)	6%	2%	12%	5%	-	-
Don't know/Refused (DO NOT READ)	10%	4%	27%	2%	-	-

[ASK Q.13-Q.19 ONLY IF Q12=VOTE IN THE REPUBLICAN PRIMARY; N=266; MoE = +/-6.0%]

13. If the 2008 Republican presidential primary were held today, whom would you support if the candidates were... (READ AND ROTATE) (IF "ALL", ASK:) If you absolutely had to choose, which one person would you support?

	RPV
John McCain	32%
Mike Huckabee	17%
Mitt Romney	15%
Rudy Giuliani	12%
Fred Thompson	7%
Ron Paul	4%
Duncan Hunter	2%
None of the above (DO NOT READ)	3%
Unsure (DO NOT READ)	8%
Refused (DO NOT READ)	1%

14. Would you say you will definitely support this candidate, or is it possible you would change your mind between now and the primary?

	RPV
Possible would change mind	59%
Will definitely support	40%
Don't know/Refused (DO NOT READ)	1%

15. Who would be your second choice if the 2008 Republican presidential primary were held today? (READ AND ROTATE; DO NOT READ RESPONSE FROM Q.13)? (IF "ALL", ASK:) If you absolutely had to choose, which one person would support?

RPV

John McCain	22%
Fred Thompson	17%
Rudy Giuliani	17%
Mike Huckabee	15%
Mitt Romney	12%
Ron Paul	3%
Duncan Hunter	*
None of the above	
(DO NOT READ)	5%
Unsure (DO NOT READ)	8%
Refused (DO NOT READ)	*

16. Regardless of who you are planning to vote for in the Republican primary election in 2008, how likely do you think it is that Mike Huckabee will be able to win the Republican primary nomination?

RPV

Very likely	6%
Somewhat likely	50%
Not very likely	27%
Not at all likely	11%
Don't know/Refused	
(DO NOT READ)	6%

17. Regardless of who you are planning to vote for in the Republican primary election in 2008, how likely do you think it is that John McCain will be able to win the Republican primary nomination?

RPV

Very likely	25%
Somewhat likely	57%
Not very likely	14%
Not at all likely	3%
Don't know/Refused	
(DO NOT READ)	2%

18. Regardless of who you are planning to vote for in the Republican primary election in 2008, how likely do you think it is that Mitt Romney will be able to win the Republican primary nomination?

RPV

Very likely	6%
Somewhat likely	47%
Not very likely	30%
Not at all likely	10%
Don't know/Refused	
(DO NOT READ)	7%

19. Regardless of who you are planning to vote for in the Republican primary election in 2008, how likely do you think it is that Rudy Giuliani will be able to win the Republican primary nomination?

RPV

Very likely	7%
Somewhat likely	38%
Not very likely	33%
Not at all likely	17%
Don't know/Refused	
(DO NOT READ)	4%

[ASK Q.20-Q.25 ONLY IF Q12=VOTE IN THE DEMOCRATIC PRIMARY; N=380; MoE = +/-5.0%]

20. If the 2008 Democratic presidential primary were held today, whom would you support if the candidates were... (READ AND ROTATE) (IF "ALL," ASK:) If you absolutely had to choose, which one person would you support?

DPV

Hillary Clinton	38%
Barack Obama	35%
John Edwards	13%
Dennis Kucinich	2%
Mike Gravel	*
Other (SPECIFY)	
(DO NOT READ)	1%
None of the above	
(DO NOT READ)	1%
Unsure (DO NOT READ)	8%

21. Would you say you will definitely support this candidate, or is it possible you would change your mind between now and the primary?

DPV

Will definitely support	56%
Possible would change mind	41%
Don't know/Refused	
(DO NOT READ)	3%

22. Who would be your second choice if the 2008 Democratic presidential primary were held today? (READ AND ROTATE; DO NOT READ RESPONSE FROM Q.20)? (IF "ALL", ASK:) If you absolutely had to choose, which one person would support?

DPV

Hillary Clinton	28%
Barack Obama	28%
John Edwards	28%
Mike Gravel	1%
Dennis Kucinich	1%
Other(SPECIFY)	
(DO NOT READ)	2%
None of the above	
(DO NOT READ)	5%
Unsure (DO NOT READ)	6%
Refused (DO NOT READ)	1%

23. Regardless of who you are planning to vote for in the Democratic primary election in 2008, how likely do you think it is that Barack Obama will be able to win the Democratic primary nomination?

DPV

Very likely	30%
Somewhat likely	52%
Not very likely	10%
Not at all likely	5%
Don't know/Refused	
(DO NOT READ)	4%

24. Regardless of who you are planning to vote for in the Democratic primary election in 2008, how likely do you think it is that Hillary Clinton will be able to win the Democratic primary nomination?

DPV

Very likely	38%
Somewhat likely	51%
Not very likely	7%
Not at all likely	1%
Don't know/Refused	
(DO NOT READ)	3%

25. Regardless of who you are planning to vote for in the Democratic primary election in 2008, how likely do you think it is that John Edwards will be able to win the Democratic primary nomination?

	DPV
Very likely	3%
Somewhat likely	35%
Not very likely	42%
Not at all likely	15%
Don't know/Refused (DO NOT READ)	5%

[ASK ALL]

26. 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 (ROTATE) Democratic candidate or the Republican candidate?

	TOTAL	Rep	Ind	Dem	RPV	DPV
Democratic candidate	48%	7%	35%	87%	9%	86%
Republican candidate	33%	81%	26%	5%	80%	5%
Neither (DO NOT READ)	4%	2%	9%	2%	1%	1%
Don't Know/Refused (DO NOT READ)	15%	10%	30%	6%	11%	8%

27. 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 (ROTATE) Democratic candidate or the Republican candidate?

	TOTAL	Rep	Ind	Dem	RPV	DPV
Democratic candidate	62%	39%	56%	83%	40%	83%
Republican candidate	23%	49%	23%	5%	47%	7%
Neither (DO NOT READ)	2%	1%	5%	1%	1%	1%
Don't Know/Refused (DO NOT READ)	14%	11%	16%	11%	12%	8%

[SPLIT SAMPLE AND ROTATE Q.28-Q.33]

28a. Now, suppose the general election for president in 2008 were being held today between (ROTATE) 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	RPV	DPV
McCain	39%	79%	32%	18%	78%	18%
Lean McCain	3%	3%	4%	3%	2%	3%
Obama	41%	11%	38%	65%	12%	66%
Lean Obama	2%	-	-	4%	-	4%
Undecided	11%	7%	22%	7%	7%	7%
Refused to answer	3%	1%	4%	2%	1%	3%

28b. Now, suppose the general election for president in 2008 were being held today between (ROTATE) Republican John McCain and Democrat Hillary Clinton, for whom would you vote? (IF UNDECIDED/REFUSED, ASK:) Which way would you lean as of today?

	TOTAL	Rep	Ind	Dem	RPV	DPV
McCain	47%	86%	47%	19%	84%	19%
Lean McCain	1%	1%	3%	1%	1%	2%
Clinton	43%	9%	26%	73%	12%	71%
Lean Clinton	2%	1%	6%	1%	1%	1%
Undecided	7%	3%	15%	6%	2%	7%
Refused to answer	1%	-	3%	-	1%	-

29a. Now, suppose the general election for president in 2008 were being held today between (ROTATE) Republican Mike Huckabee 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	RPV	DPV
Huckabee	30%	66%	23%	12%	66%	12%
Lean Huckabee	1%	1%	3%	1%	1%	1%
Obama	53%	18%	51%	78%	18%	78%
Lean Obama	1%	-	1%	2%	2%	2%
Undecided	11%	10%	18%	6%	10%	7%
Refused to answer	4%	5%	4%	1%	4%	1%

29b. Now, suppose the general election for president in 2008 were being held today between (ROTATE) Republican Mike Huckabee and Democrat Hillary Clinton, for whom would you vote? (IF UNDECIDED/REFUSED, ASK:) Which way would you lean as of today?

	TOTAL	Rep	Ind	Dem	RPV	DPV
Huckabee	39%	77%	44%	11%	73%	14%
Lean Huckabee	1%	2%	1%	-	2%	1%
Clinton	48%	11%	36%	80%	15%	77%
Lean Clinton	1%	-	4%	1%	1%	1%
Undecided	10%	7%	14%	8%	6%	7%
Refused to answer	1%	2%	-	-	3%	-

30a. Now, suppose the general election for president in 2008 were being held today between (ROTATE) Republican Mitt Romney 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	RPV	DPV
Romney	26%	63%	19%	8%	61%	9%
Lean Romney	1%	2%	1%	1%	1%	-
Obama	56%	20%	55%	82%	23%	82%
Lean Obama	1%	1%	-	2%	1%	2%
Undecided	12%	10%	22%	7%	11%	6%
Refused to answer	3%	4%	4%	1%	3%	1%

30b. Now, suppose the general election for president in 2008 were being held today between (ROTATE) Republican Mitt Romney and Democrat Hillary Clinton, for whom would you vote? (IF UNDECIDED/REFUSED, ASK:) Which way would you lean as of today?

	TOTAL	Rep	Ind	Dem	RPV	DPV
Romney	37%	80%	34%	8%	76%	12%
Lean Romney	2%	2%	3%	1%	3%	1%
Clinton	49%	10%	42%	82%	14%	78%
Lean Clinton	1%	-	3%	1%	1%	1%
Undecided	9%	7%	15%	7%	4%	7%
Refused to answer	2%	1%	4%	1%	2%	1%

31a. Now, suppose the general election for president in 2008 were being held today between (ROTATE) Republican Rudy Giuliani 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	RPV	DPV
Giuliani	33%	74%	28%	8%	70%	10%
Lean Giuliani	1%	1%	2%	1%	2%	*
Obama	54%	18%	55%	81%	19%	82%
Lean Obama	2%	-	2%	3%	1%	3%
Undecided	7%	5%	9%	6%	6%	5%
Refused to answer	3%	3%	4%	1%	3%	1%

31b. Now, 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 you lean as of today?

	TOTAL	Rep	Ind	Dem	RPV	DPV
Giuliani	40%	82%	36%	11%	77%	14%
Lean Giuliani	1%	2%	1%	-	1%	1%
Clinton	50%	9%	39%	85%	14%	81%
Lean Clinton	1%	1%	4%	-	1%	1%
Undecided	7%	6%	17%	3%	6%	3%
Refused to answer	1%	-	3%	-	1%	1%

32a. Now, suppose the general election for president in 2008 were being held today between (ROTATE) Republican Rudy Giuliani and Democrat John Edwards, for whom would you vote? (IF UNDECIDED/REFUSED, ASK:) Which way would you lean as of today?

	TOTAL	Rep	Ind	Dem	RPV	DPV
Giuliani	31%	72%	24%	7%	67%	8%
Lean Giuliani	*	-	1%	-	1%	-
Edwards	48%	16%	48%	71%	16%	74%
Lean Edwards	3%	2%	4%	4%	3%	4%
Undecided	14%	9%	19%	14%	9%	11%
Refused to answer	4%	3%	3%	4%	3%	4%

32b. Now, suppose the general election for president in 2008 were being held today between (ROTATE) Republican John McCain and Democrat John Edwards, for whom would you vote?(IF UNDECIDED/REFUSED, ASK:) Which way would you lean as of today?

	TOTAL	Rep	Ind	Dem	RPV	DPV
McCain	47%	86%	49%	18%	83%	21%
Lean McCain	1%	1%	4%	1%	-	*
Edwards	39%	9%	27%	69%	10%	64%
Lean Edwards	1%	-	4%	1%	1%	2%
Undecided	11%	5%	15%	10%	7%	11%
Refused to answer	1%	-	-	-	-	1%

33a. Now, suppose the general election for president in 2008 were being held today between (ROTATE) Republican Mike Huckabee and Democrat John Edwards, for whom would you vote? (IF UNDECIDED/REFUSED, ASK:) Which way would you lean as of today?

	TOTAL	Rep	Ind	Dem	RPV	DPV
Huckabee	31%	67%	27%	8%	69%	8%
Lean Huckabee	2%	2%	1%	2%	3%	2%
Edwards	47%	16%	42%	73%	15%	75%
Lean Edwards	1%	-	-	2%	1%	1%
Undecided	15%	9%	27%	12%	9%	12%
Refused to answer	4%	6%	2%	3%	4%	3%

33b. Now, suppose the general election for president in 2008 were being held today between (ROTATE) Republican Mitt Romney and Democrat John Edwards, for whom would you vote? (IF UNDECIDED/REFUSED, ASK:) Which way would you lean as of today?

	TOTAL	Rep	Ind	Dem	RPV	DPV
Romney	33%	75%	33%	6%	70%	8%
Lean Romney	1%	1%	-	1%	1%	1%
Edwards	48%	16%	41%	79%	19%	76%
Lean Edwards	2%	-	4%	2%	1%	3%
Undecided	13%	6%	21%	10%	8%	9%
Refused to answer	3%	1%	2%	2%	2%	3%

34. Now I'm going to read you a list of traits people might look for in a presidential candidate. Please tell me which one you think is the most important quality for a candidate for president to have? (READ AND ROTATE) (IF "ALL", ASK:) If you absolutely had to choose, which one would you say is the most important quality? (ACCEPT ONLY ONE RESPONSE)

	TOTAL	Rep	Ind	Dem	RPV	DPV
Will lead the country in a new direction	39%	24%	42%	49%	26%	50%
Has the experience necessary to be President	32%	43%	30%	25%	39%	24%
Is an inspirational leader	16%	20%	18%	12%	20%	13%
Has the best chance of winning the general election	4%	4%	4%	5%	4%	5%
All of the above (DO NOT READ)	3%	2%	1%	4%	3%	3%
None of the above (DO NOT READ)	2%	3%	3%	1%	3%	1%
Don't know/Refused (DO NOT READ)	4%	3%	3%	4%	5%	4%

[ASK Q.35-Q.38 ONLY IF Q.12=VOTE IN THE DEMOCRATIC PRIMARY; N=380; MoE = +/-5.0%]

I'm now going to read you a list of traits. For each trait, please tell me which of the following presidential candidates you think the trait describes best? (OPEN-END; PRECODE; ACCEPT ONLY ONE RESPONSE) [IF "ALL" OR MORE THAN ONE RESPONSE, ASK:] If you absolutely had to choose one candidate, which candidate would you say the trait describes best?

35. Has the best chance of winning the general election

	DPV
Hillary Clinton	51%
Barack Obama	32%
John Edwards	8%
Not sure (DO NOT READ)	8%
Refused to answer (DO NOT READ)	1%

36. Has the experience necessary to be President

DPV

Hillary Clinton	62%
Barack Obama	17%
John Edwards	11%
Other(SPECIFY)	
(DO NOT READ)	4%
Not sure (DO NOT READ)	4%
Refused to answer	
(DO NOT READ)	1%

37. Is an inspirational leader

DPV

Barack Obama	51%
Hillary Clinton	31%
John Edwards	10%
Other (SPECIFY)	
(DO NOT READ)	1%
Not sure (DO NOT READ)	6%
Refused to answer	
(DO NOT READ)	1%

38. Will lead the country in a new direction

DPV

Barack Obama	44%
Hillary Clinton	35%
John Edwards	12%
Other (SPECIFY)	
(DO NOT READ)	1%
Not sure (DO NOT READ)	7%
Refused to answer	
(DO NOT READ)	1%

[ASK Q.35-Q.38 ONLY IF Q.12=VOTE IN THE REPUBLICAN PRIMARY; N=266; MoE = +/-6.0%]

I'm now going to read you a list of traits. For each trait, please tell me which of the following presidential candidates you think the trait describes best? (OPEN-END; PRECODE; ACCEPT ONLY ONE RESPONSE) [IF "ALL" OR MORE THAN ONE RESPONSE, ASK:] If you absolutely had to choose one candidate, which candidate would you say the trait describes best?

35. Has the best chance of winning the general election

RPV

John McCain	46%
Rudy Giuliani	17%
Mike Huckabee	14%
Mitt Romney	12%
Fred Thompson	3%
Not sure (DO NOT READ)	7%
Refused to answer (DO NOT READ)	1%

36. Has the experience necessary to be President

RPV

John McCain	47%
Rudy Giuliani	18%
Mitt Romney	12%
Mike Huckabee	9%
Fred Thompson	5%
Not sure (DO NOT READ)	7%
Refused to answer (DO NOT READ)	2%

37. Is an inspirational leader

RPV

John McCain	31%
Rudy Giuliani	22%
Mike Huckabee	19%
Mitt Romney	10%
Fred Thompson	8%
Other (SPECIFY)	
(DO NOT READ)	1%
Not sure (DO NOT READ)	7%
Refused to answer (DO NOT READ)	2%

38. Will lead the country in a new direction

	RPV
John McCain	30%
Mike Huckabee	19%
Mitt Romney	16%
Rudy Giuliani	15%
Fred Thompson	10%
Other (SPECIFY)	
(DO NOT READ)	1%
Not sure (DO NOT READ)	7%
Refused to answer	
(DO NOT READ)	2%

39. 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	RPV	DPV
Strong Republican	19%	62%	-	-	53%	1%
Not so strong						
Republican	8%	26%	-	-	22%	1%
Independent, leans						
Republican	4%	12%	-	-	5%	1%
Independent	20%	-	100%	-	11%	12%
Independent, leans						
Democratic	8%	-	-	18%	2%	11%
Not so strong						
Democrat	8%	-	-	20%	1%	16%
Strong Democratic	26%	-	-	62%	1%	53%
Other (SPECIFY)						
(DO NOT READ)	4%	-	-	-	2%	2%
Don't know/Refused						
(DO NOT READ)	4%	-	-	-	4%	3%

40. 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	RPV	DPV
Yes, voted	89%	95%	93%	89%	93%	89%
No, did not vote	9%	5%	6%	10%	6%	9%
Don't know/Refused						
(DO NOT READ)	2%	-	1%	1%	2%	2%

41. And for whom did you vote in this most recent 2004 presidential election? (OPEN-END, PRE-CODE)

	TOTAL	Rep	Ind	Dem	RPV	DPV
George Bush	42%	86%	36%	12%	84%	13%
John Kerry	33%	4%	29%	60%	5%	59%
Ralph Nader	1%	*	1%	1%	*	1%
Other	6%	2%	6%	9%	2%	9%
Don't know/Refused (DO NOT READ)	18%	7%	28%	19%	9%	18%

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

	TOTAL	Rep	Ind	Dem	RPV	DPV
Single	15%	7%	14%	21%	8%	19%
Married	63%	75%	65%	55%	73%	56%
Divorced	8%	6%	8%	9%	7%	9%
Separated	1%	1%	1%	2%	1%	2%
Widowed	11%	10%	11%	12%	9%	11%
Don't know/Refused (DO NOT READ)	3%	1%	1%	1%	2%	3%

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

	TOTAL	Rep	Ind	Dem	RPV	DPV
None	68%	64%	73%	73%	64%	71%
One	11%	13%	11%	11%	12%	12%
Two	12%	14%	10%	12%	14%	11%
Three	4%	6%	3%	2%	5%	3%
Four or more	1%	2%	1%	1%	2%	1%
Don't know/Refused (DO NOT READ)	3%	1%	1%	2%	3%	3%

44. What is your age please? (OPEN-END, PRE-CODE)

	TOTAL	Rep	Ind	Dem	RPV	DPV
18-24	5%	4%	3%	6%	5%	5%
25-34	7%	8%	9%	7%	6%	8%
35-44	14%	15%	12%	13%	16%	12%
45-54	21%	24%	19%	20%	22%	22%
55-64	22%	20%	27%	21%	21%	20%
65-74	15%	14%	15%	18%	14%	18%
75 +	12%	12%	10%	13%	12%	11%
Don't know/Refused (DO NOT READ)	4%	2%	4%	2%	5%	4%

45. What is the last grade of formal education you have completed? (OPEN-END, PRE-CODE)

	TOTAL	Rep	Ind	Dem	RPV	DPV
Less than high school	5%	3%	2%	7%	3%	7%
High school graduate	24%	22%	18%	30%	20%	29%
Some college/ vocational school	23%	22%	29%	22%	22%	21%
College graduate	32%	38%	39%	25%	39%	28%
Post graduate	13%	13%	12%	14%	12%	13%
Don't know/Refused (DO NOT READ)	3%	3%	1%	1%	4%	2%

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

	TOTAL	Rep	Ind	Dem	RPV	DPV
White/Caucasian	71%	85%	81%	62%	82%	62%
Hispanic/Latino	7%	4%	3%	10%	4%	9%
African-American/Black	11%	3%	7%	19%	4%	18%
Asian-American/Asian	1%	1%	1%	1%	1%	1%
Native American	1%	1%	1%	2%	1%	2%
Other/Specify	5%	4%	4%	5%	4%	6%
Don't know/Refused (DO NOT READ)	4%	3%	4%	1%	4%	2%

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

	TOTAL	Rep	Ind	Dem	RPV	DPV
Yes	35%	46%	32%	30%	46%	31%
No	53%	44%	57%	60%	43%	59%
Don't know/Refused (DO NOT READ)	12%	10%	11%	10%	11%	10%

A. Gender (BY OBSERVATION)

	TOTAL	Rep	Ind	Dem	RPV	DPV
Male	48%	47%	56%	45%	49%	45%
Female	52%	53%	44%	55%	51%	55%

B. REGION (BY PREFIX)

	TOTAL	Rep	Ind	Dem	RPV	DPV
West	20%	21%	22%	20%	19%	20%
South	35%	41%	25%	33%	42%	34%
Midwest	25%	23%	29%	25%	23%	26%
Northeast	20%	15%	24%	21%	16%	21%