

# DIAGEO | The Hotline

Diageo/The Hotline Poll

Conducted By:

FD

December 2007

Field Dates: December 7-12, 2007

Sample Size: 1,015 Likely Caucus Voters in Iowa; 569 Likely Democratic Caucus Voters, 446 Likely Republican Caucus Voters

Margin of Error for all Likely Caucus Voters is +/-3.1%

Margin of Error for Likely Democratic Caucus Voters is +/-4.1%

Margin of Error for Likely Republican Caucus Voters is +/-4.6%

Note: Percentages less than 0.5 printed as \*. LDCV stands for "Likely Democratic Caucus Voters" and LRCV stands for "Likely Republican Caucus Voters."

S1. Are you 18 years of age or older and registered to vote at this address?

|     | TOTAL | LDCV | LRCV |
|-----|-------|------|------|
| Yes | 100%  | 100% | 100% |
| No  | -     | -    | -    |

S2. Thinking now about caucus elections for national, state and local office, how likely would you say you are to vote in your party's caucus on January 3rd, 2008? (ROTATE)

|                   | TOTAL | LDCV | LRCV |
|-------------------|-------|------|------|
| Very likely       | 72%   | 76%  | 67%  |
| Somewhat likely   | 28%   | 24%  | 33%  |
| Not very likely   | -     | -    | -    |
| Not at all likely | -     | -    | -    |

S3. Will you attend the Democratic or the Republican caucus?

|                   | TOTAL | LDCV | LRCV |
|-------------------|-------|------|------|
| Democratic caucus | 56%   | 100% | -    |
| Republican caucus | 44%   | -    | 100% |

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 | LDCV | LRCV |
|-------------------------------------|-------|------|------|
| Right direction                     | 25%   | 6%   | 51%  |
| Wrong track                         | 65%   | 88%  | 34%  |
| Neither (DO NOT READ)               | 8%    | 4%   | 12%  |
| Don't know/Refused<br>(DO NOT READ) | 2%    | 1%   | 3%   |

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

|  | TOTAL | LDCV | LRCV |
|--|-------|------|------|
| War in Iraq - Oppose   | 23%   | 35%  | 7%   |
| Immigration/illegal aliens   | 12%   | 4%   | 22%  |
| Economy in general   | 12%   | 11%  | 12%  |
| Poor healthcare/hospitals;<br>high cost of health care                 | 8%    | 11%  | 4%   |
| War in Iraq - Support  | 6%    | 3%   | 9%   |
| Terrorism  | 5%    | 1%   | 9%   |
| International<br>issues/problems                                       | 4%    | 5%   | 3%   |
| Medicare issues  | 3%    | 5%   | 1%   |
| Education/poor<br>education/access to<br>education                     | 2%    | 3%   | 1%   |
| Dissatisfaction with<br>government/Congress/<br>politicians/candidates | 2%    | 2%   | 2%   |
| Taxes  | 1%    | 1%   | 1%   |
| Social Security  | 1%    | 1%   | 1%   |
| Moral values   | 1%    | *    | 2%   |
| Outsourcing of jobs/<br>jobs sent overseas                             | 1%    | 1%   | 1%   |
| Gas/fuel/oil prices  | 1%    | 1%   | 1%   |
| Unemployment/jobs  | 1%    | 1%   | *    |

|  |    |    |    |
|--|----|----|----|
| Ethics/moral/<br>religious/family<br>decline; dishonesty;<br>lack of integrity | 1% | *  | 2% |
| Environment/pollution  | 1% | 2% | *  |
| Abortion - Pro-life  | 1% | -  | 3% |
| Other (SPECIFY)  | 5% | 3% | 7% |
| Don't know/Refused   | 9% | 9% | 9% |

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 | LDCV | LRCV |
|--|-------|------|------|
| Strongly favorable                       | 18%   | 1%   | 40%  |
| Somewhat favorable                       | 19%   | 6%   | 35%  |
| Somewhat unfavorable                     | 12%   | 12%  | 12%  |
| Strongly unfavorable                     | 50%   | 80%  | 12%  |
| Heard of but can't rate<br>(DO NOT READ) | 1%    | 1%   | 2%   |

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 | LDCV | LRCV |
|--|-------|------|------|
| Strongly favorable                       | 23%   | 40%  | 1%   |
| Somewhat favorable                       | 26%   | 40%  | 8%   |
| Somewhat unfavorable                     | 12%   | 11%  | 13%  |
| Strongly unfavorable                     | 38%   | 8%   | 76%  |
| Heard of but can't rate<br>(DO NOT READ) | 1%    | 1%   | 2%   |
| Don't know/Refused<br>(DO NOT READ)      | *     | 1%   | -    |

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 | LDCV | LRCV |
|--|-------|------|------|
| Strongly favorable                       | 26%   | 43%  | 3%   |
| Somewhat favorable                       | 34%   | 40%  | 27%  |
| Somewhat unfavorable                     | 16%   | 9%   | 26%  |
| Strongly unfavorable                     | 16%   | 3%   | 32%  |
| Heard of but can't rate<br>(DO NOT READ) | 6%    | 5%   | 8%   |
| Haven't heard of<br>(DO NOT READ)        | 1%    | *    | 2%   |
| Don't know/Refused<br>(DO NOT READ)      | 1%    | 1%   | 2%   |

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 | LDCV | LRCV |
|--|-------|------|------|
| Strongly favorable                       | 8%    | 3%   | 13%  |
| Somewhat favorable                       | 32%   | 19%  | 47%  |
| Somewhat unfavorable                     | 25%   | 28%  | 21%  |
| Strongly unfavorable                     | 27%   | 41%  | 9%   |
| Heard of but can't rate<br>(DO NOT READ) | 6%    | 5%   | 6%   |
| Haven't heard of<br>(DO NOT READ)        | 2%    | 1%   | 2%   |
| Don't know/Refused<br>(DO NOT READ)      | 1%    | 1%   | 1%   |

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 | LDCV | LRCV |
|--|-------|------|------|
| Strongly favorable                       | 9%    | 4%   | 15%  |
| Somewhat favorable                       | 39%   | 30%  | 50%  |
| Somewhat unfavorable                     | 24%   | 29%  | 18%  |
| Strongly unfavorable                     | 14%   | 19%  | 7%   |
| Heard of but can't rate<br>(DO NOT READ) | 12%   | 15%  | 8%   |
| Haven't heard of<br>(DO NOT READ)        | 2%    | 3%   | 1%   |
| Don't know/Refused<br>(DO NOT READ)      | 1%    | *    | 1%   |

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 | LDCV | LRCV |
|--|-------|------|------|
| Strongly favorable                       | 25%   | 38%  | 8%   |
| Somewhat favorable                       | 37%   | 43%  | 30%  |
| Somewhat unfavorable                     | 17%   | 7%   | 28%  |
| Strongly unfavorable                     | 14%   | 6%   | 23%  |
| Heard of but can't rate<br>(DO NOT READ) | 6%    | 3%   | 10%  |
| Haven't heard of<br>(DO NOT READ)        | 1%    | 1%   | *    |
| Don't know/Refused<br>(DO NOT READ)      | 1%    | 1%   | *    |

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 | LDCV | LRCV |
|--|-------|------|------|
| Strongly favorable                       | 15%   | 3%   | 31%  |
| Somewhat favorable                       | 32%   | 20%  | 47%  |
| Somewhat unfavorable                     | 20%   | 27%  | 11%  |
| Strongly unfavorable                     | 22%   | 34%  | 6%   |
| Heard of but can't rate<br>(DO NOT READ) | 7%    | 10%  | 3%   |
| Haven't heard of<br>(DO NOT READ)        | 2%    | 3%   | 1%   |
| Don't know/Refused<br>(DO NOT READ)      | 2%    | 2%   | 1%   |

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 | LDCV | LRCV |
|--|-------|------|------|
| Strongly favorable                       | 20%   | 5%   | 38%  |
| Somewhat favorable                       | 33%   | 31%  | 36%  |
| Somewhat unfavorable                     | 15%   | 23%  | 6%   |
| Strongly unfavorable                     | 11%   | 17%  | 4%   |
| Heard of but can't rate<br>(DO NOT READ) | 12%   | 15%  | 8%   |
| Haven't heard of<br>(DO NOT READ)        | 7%    | 8%   | 6%   |
| Don't know/Refused<br>(DO NOT READ)      | 1%    | 1%   | 1%   |

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 | LDCV | LRCV |
|--|-------|------|------|
| Strongly favorable                       | 6%    | 2%   | 11%  |
| Somewhat favorable                       | 31%   | 17%  | 49%  |
| Somewhat unfavorable                     | 22%   | 27%  | 15%  |
| Strongly unfavorable                     | 20%   | 31%  | 6%   |
| Heard of but can't rate<br>(DO NOT READ) | 14%   | 15%  | 12%  |
| Haven't heard of<br>(DO NOT READ)        | 6%    | 6%   | 6%   |
| Don't know/Refused<br>(DO NOT READ)      | 2%    | 2%   | 1%   |

8a. Opinion of... Joe Biden (IF FAVORABLE OR UNFAVORABLE, ASK:) Would you say you have a strongly favorable/unfavorable opinion or a somewhat favorable/unfavorable opinion?

|  | TOTAL | LDCV | LRCV |
|--|-------|------|------|
| Strongly favorable                       | 13%   | 21%  | 4%   |
| Somewhat favorable                       | 25%   | 34%  | 14%  |
| Somewhat unfavorable                     | 16%   | 13%  | 21%  |
| Strongly unfavorable                     | 15%   | 4%   | 29%  |
| Heard of but can't rate<br>(DO NOT READ) | 17%   | 17%  | 17%  |
| Haven't heard of<br>(DO NOT READ)        | 12%   | 11%  | 13%  |
| Don't know/Refused<br>(DO NOT READ)      | 1%    | 1%   | 2%   |

8b. Opinion of... Bill Richardson (IF FAVORABLE OR UNFAVORABLE, ASK:) Would you say you have a strongly favorable/unfavorable opinion or a somewhat favorable/unfavorable opinion?

|  | TOTAL | LDCV | LRCV |
|--|-------|------|------|
| Strongly favorable                       | 14%   | 23%  | 3%   |
| Somewhat favorable                       | 34%   | 40%  | 28%  |
| Somewhat unfavorable                     | 15%   | 7%   | 26%  |
| Strongly unfavorable                     | 9%    | 7%   | 11%  |
| Heard of but can't rate<br>(DO NOT READ) | 16%   | 15%  | 16%  |
| Haven't heard of<br>(DO NOT READ)        | 10%   | 7%   | 14%  |
| Don't know/Refused<br>(DO NOT READ)      | 2%    | 1%   | 3%   |

9. 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 | LDCV | LRCV |
|-------------------------------------|-------|------|------|
| Strongly approve                    | 15%   | 2%   | 31%  |
| Somewhat approve                    | 21%   | 5%   | 40%  |
| Somewhat disapprove                 | 13%   | 13%  | 14%  |
| Strongly disapprove                 | 49%   | 80%  | 11%  |
| Don't know/Refused<br>(DO NOT READ) | 2%    | 1%   | 4%   |

10. 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 | LDCV | LRCV |
|-------------------------------------|-------|------|------|
| Strongly approve                    | 18%   | 1%   | 39%  |
| Somewhat approve                    | 21%   | 7%   | 38%  |
| Somewhat disapprove                 | 10%   | 10%  | 9%   |
| Strongly disapprove                 | 50%   | 80%  | 11%  |
| Don't know/Refused<br>(DO NOT READ) | 2%    | 1%   | 4%   |

11. 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 | LDCV | LRCV |
|-------------------------------------|-------|------|------|
| Strongly approve                    | 18%   | 2%   | 39%  |
| Somewhat approve                    | 20%   | 8%   | 36%  |
| Somewhat disapprove                 | 16%   | 19%  | 12%  |
| Strongly disapprove                 | 43%   | 70%  | 9%   |
| Don't know/Refused<br>(DO NOT READ) | 3%    | 2%   | 4%   |

12. And do you approve or disapprove of the way Congress is handling its job? Do you approve/disapprove strongly or somewhat?

|                                     | TOTAL | LDCV | LRCV |
|-------------------------------------|-------|------|------|
| Strongly approve                    | 3%    | 3%   | 2%   |
| Somewhat approve                    | 21%   | 25%  | 15%  |
| Somewhat disapprove                 | 32%   | 38%  | 24%  |
| Strongly disapprove                 | 39%   | 25%  | 56%  |
| Don't know/Refused<br>(DO NOT READ) | 6%    | 8%   | 3%   |

[Q.13-Q.15 ASKED ONLY OF LIKELY REPUBLICAN CAUCUS VOTERS; N=446]

13. If the 2008 Republican presidential primary/caucus 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?

LRCV

|                      |     |
|----------------------|-----|
| Mike Huckabee        | 36% |
| Mitt Romney          | 23% |
| Rudy Giuliani        | 12% |
| Fred Thompson        | 8%  |
| John McCain          | 5%  |
| Ron Paul             | 5%  |
| Tom Tancredo         | 1%  |
| Duncan Hunter        | *   |
| None of the above    | 1%  |
| Unsure (DO NOT READ) | 9%  |

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

LRCV

|                            |     |
|----------------------------|-----|
| Will definitely support    | 46% |
| Possible would change mind | 53% |
| Don't know/Refused         |     |
| (DO NOT READ)              | 2%  |

15. Who would be your second choice if the 2008 Republican presidential primary/caucus were held today? (READ AND ROTATE; DO NOT READ RESPONSE FROM Q.14) (IF "ALL", ASK:) If you absolutely had to choose, which one person would support?

LRCV

|                      |     |
|----------------------|-----|
| Mitt Romney          | 23% |
| Mike Huckabee        | 21% |
| Rudy Giuliani        | 15% |
| Fred Thompson        | 12% |
| John McCain          | 8%  |
| Ron Paul             | 4%  |
| Tom Tancredo         | 4%  |
| Duncan Hunter        | 1%  |
| None of the above    |     |
| (DO NOT READ)        | 4%  |
| Unsure (DO NOT READ) | 8%  |

[Q.16-Q.18 ASKED ONLY OF LIKELY DEMOCRATIC CAUCUS VOTERS; N=569]

16. If the 2008 Democratic presidential primary/caucus 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?

LDCV

|                       |     |
|-----------------------|-----|
| Barack Obama          | 27% |
| Hillary Clinton       | 27% |
| John Edwards          | 22% |
| Bill Richardson       | 8%  |
| Joe Biden             | 5%  |
| Christopher Dodd      | 1%  |
| Dennis Kucinich       | 1%  |
| Mike Gravel           | *   |
| None of the above     |     |
| (DO NOT READ)         | 1%  |
| Unsure (DO NOT READ)  | 8%  |
| Refused (DO NOT READ) | 1%  |

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

LDCV

|                            |     |
|----------------------------|-----|
| Will definitely support    | 55% |
| Possible would change mind | 44% |
| Don't know/Refused         |     |
| (DO NOT READ)              | 1%  |

18. Who would be your second choice if the 2008 Democratic presidential primary/caucus were held today? (READ AND ROTATE; DO NOT READ RESPONSE FROM Q.17)(IF "ALL", ASK:) If you absolutely had to choose, which one person would support?

LDCV

|                      |     |
|----------------------|-----|
| John Edwards         | 25% |
| Barack Obama         | 23% |
| Hillary Clinton      | 18% |
| Bill Richardson      | 12% |
| Joe Biden            | 9%  |
| Christopher Dodd     | 2%  |
| Dennis Kucinich      | 1%  |
| Mike Gravel          | *   |
| Other (SPECIFY)      |     |
| (DO NOT READ)        | 2%  |
| None of the above    |     |
| (DO NOT READ)        | 2%  |
| Unsure (DO NOT READ) | 5%  |

19. 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 | LDCV | LRCV |
|-------------------------------------|-------|------|------|
| Democratic candidate                | 52%   | 90%  | 4%   |
| Republican candidate                | 39%   | 2%   | 86%  |
| Neither (DO NOT READ)               | 2%    | 2%   | 1%   |
| Don't Know/Refused<br>(DO NOT READ) | 7%    | 6%   | 8%   |

20. 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 | LDCV | LRCV |
|---|-------|------|------|
| Will lead the country in<br>a new direction               | 38%   | 50%  | 22%  |
| Has the experience<br>necessary to be President           | 30%   | 25%  | 37%  |
| Is an inspirational leader                                | 19%   | 12%  | 29%  |
| Has the best chance of<br>winning the general<br>election | 6%    | 6%   | 5%   |
| All of the above<br>(DO NOT READ)                         | 2%    | 3%   | 1%   |
| None of the above<br>(DO NOT READ)                        | 2%    | 1%   | 4%   |
| Don't know/Refused<br>(DO NOT READ)                       | 2%    | 2%   | 2%   |

[Q.21-Q.24 ASKED ONLY OF LIKELY DEMOCRATIC CAUCUS VOTERS; N=569]

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; PRE-CODE; 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?

21. Has the best chance of winning the general election

LDCV

|                                    |     |
|------------------------------------|-----|
| Hillary Clinton                    | 41% |
| Barack Obama                       | 28% |
| John Edwards                       | 16% |
| Bill Richardson                    | 2%  |
| Joe Biden                          | 2%  |
| Not sure (DO NOT READ)             | 9%  |
| Refused to answer<br>(DO NOT READ) | 1%  |

22. Has the experience necessary to be President

LDCV

|                                    |     |
|------------------------------------|-----|
| Hillary Clinton                    | 42% |
| John Edwards                       | 14% |
| Bill Richardson                    | 12% |
| Barack Obama                       | 11% |
| Joe Biden                          | 11% |
| Not sure (DO NOT READ)             | 7%  |
| Refused to answer<br>(DO NOT READ) | 1%  |

23. Is an inspirational leader

LDCV

|                                    |     |
|------------------------------------|-----|
| Barack Obama                       | 45% |
| Hillary Clinton                    | 20% |
| John Edwards                       | 17% |
| Bill Richardson                    | 4%  |
| Joe Biden                          | 4%  |
| Not sure (DO NOT READ)             | 7%  |
| Refused to answer<br>(DO NOT READ) | 1%  |

24. Will lead the country in a new direction

LDCV

|                        |     |
|------------------------|-----|
| Barack Obama           | 45% |
| Hillary Clinton        | 27% |
| John Edwards           | 16% |
| Bill Richardson        | 6%  |
| Joe Biden              | 4%  |
| Other (SPECIFY)        |     |
| (DO NOT READ)          | 1%  |
| Not sure (DO NOT READ) | 7%  |
| Refused to answer      |     |
| (DO NOT READ)          | 1%  |

[Q.25-Q.28 ASKED ONLY OF LIKELY REPUBLICAN CAUCUS VOTERS; N=446]

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; PRE-CODE; 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?

25. Has the best chance of winning the general election

LRCV

|                        |     |
|------------------------|-----|
| Rudy Giuliani          | 29% |
| Mitt Romney            | 28% |
| Mike Huckabee          | 25% |
| Fred Thompson          | 5%  |
| John McCain            | 4%  |
| Other (SPECIFY)        |     |
| (DO NOT READ)          | 1%  |
| Not sure (DO NOT READ) | 8%  |
| Refused to answer      |     |
| (DO NOT READ)          | 1%  |

26. Has the experience necessary to be President

LRCV

|                        |     |
|------------------------|-----|
| Mitt Romney            | 24% |
| Mike Huckabee          | 20% |
| Rudy Giuliani          | 20% |
| John McCain            | 14% |
| Fred Thompson          | 8%  |
| Other(SPECIFY)         |     |
| (DO NOT READ)          | 1%  |
| Not sure (DO NOT READ) | 12% |
| Refused to answer      |     |
| (DO NOT READ)          | 1%  |

27. Is an inspirational leader

LRCV

|                        |     |
|------------------------|-----|
| Mike Huckabee          | 36% |
| Mitt Romney            | 21% |
| Rudy Giuliani          | 19% |
| John McCain            | 7%  |
| Fred Thompson          | 6%  |
| Other (SPECIFY)        |     |
| (DO NOT READ)          | 2%  |
| Not sure (DO NOT READ) | 8%  |
| Refused to answer      |     |
| (DO NOT READ)          | 1%  |

28. Will lead the country in a new direction

LRCV

|                        |     |
|------------------------|-----|
| Mike Huckabee          | 33% |
| Mitt Romney            | 23% |
| Rudy Giuliani          | 11% |
| Fred Thompson          | 7%  |
| John McCain            | 6%  |
| Other (SPECIFY)        |     |
| (DO NOT READ)          | 3%  |
| Not sure (DO NOT READ) | 15% |
| Refused to answer      |     |
| (DO NOT READ)          | 2%  |

29. Which of the following people, if any, do you think best represents strong moral and religious conviction? (READ AND ROTATE; ACCEPT ONE ANSWER) (IF "ALL", ASK:) If you absolutely had to choose, which one person would you say best represents strong moral and religious conviction?

LRCV

|                      |     |
|----------------------|-----|
| Mike Huckabee        | 50% |
| Mitt Romney          | 24% |
| John McCain          | 4%  |
| Ron Paul             | 4%  |
| Fred Thompson        | 4%  |
| Rudy Giuliani        | 2%  |
| Tom Tancredo         | 1%  |
| Duncan Hunter        | *   |
| None of the above    |     |
| (DO NOT READ)        | 1%  |
| Unsure (DO NOT READ) | 9%  |

30. Thinking about this holiday season, do you plan on spending more, less, or about the same as last year on gifts? (IF MORE/LESS, ASK:) Much more/less or somewhat more/less?

|                    | TOTAL | LDCV | LRCV |
|--------------------|-------|------|------|
| Much more          | 3%    | 1%   | 4%   |
| Somewhat more      | 10%   | 9%   | 12%  |
| Somewhat less      | 23%   | 28%  | 16%  |
| Much less          | 12%   | 15%  | 8%   |
| About the same     |       |      |      |
| (DO NOT READ)      | 51%   | 45%  | 58%  |
| Don't know/Refused |       |      |      |
| (DO NOT READ)      | 2%    | 2%   | 2%   |

31. 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 | LDCV | LRCV |
|-------------------------------|-------|------|------|
| Strong Republican             | 25%   | 1%   | 55%  |
| Not so strong Republican      | 9%    | 2%   | 19%  |
| Independent, leans Republican | 7%    | 1%   | 14%  |
| Independent                   | 8%    | 8%   | 8%   |
| Independent, leans Democratic | 12%   | 20%  | 1%   |
| Not so strong Democrat        | 8%    | 14%  | 1%   |
| Strong Democratic             | 29%   | 51%  | -    |
| Other (SPECIFY)               |       |      |      |
| (DO NOT READ)                 | 1%    | 1%   | 1%   |
| Don't know/Refused            |       |      |      |
| (DO NOT READ)                 | 2%    | 2%   | 2%   |

32. 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 | LDCV | LRCV |
|-------------------------------------|-------|------|------|
| Yes, voted                          | 95%   | 94%  | 95%  |
| No, did not vote                    | 4%    | 5%   | 3%   |
| Don't know/Refused<br>(DO NOT READ) | 1%    | 1%   | 2%   |

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

|                    | TOTAL | LDCV | LRCV |
|--------------------|-------|------|------|
| George Bush        | 47%   | 13%  | 90%  |
| John Kerry         | 40%   | 69%  | 3%   |
| Ralph Nader        | 1%    | 1%   | *    |
| Other              | 4%    | 5%   | 2%   |
| Don't know/Refused | 9%    | 12%  | 5%   |

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

|                                     | TOTAL | LDCV | LRCV |
|-------------------------------------|-------|------|------|
| Single                              | 11%   | 10%  | 11%  |
| Married                             | 76%   | 74%  | 79%  |
| Divorced                            | 5%    | 6%   | 3%   |
| Separated                           | 1%    | 1%   | *    |
| Widowed                             | 6%    | 8%   | 4%   |
| Don't Know/Refused<br>(DO NOT READ) | 1%    | 1%   | 2%   |

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

|                                     | TOTAL | LDCV | LRCV |
|-------------------------------------|-------|------|------|
| None                                | 66%   | 69%  | 63%  |
| One                                 | 11%   | 11%  | 10%  |
| Two                                 | 12%   | 11%  | 14%  |
| Three                               | 6%    | 5%   | 9%   |
| Four or more                        | 2%    | 2%   | 3%   |
| Don't know/Refused<br>(DO NOT READ) | 2%    | 1%   | 2%   |

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

|                    | TOTAL | LDCV | LRCV |
|--------------------|-------|------|------|
| 18-24              | 4%    | 4%   | 4%   |
| 25-34              | 9%    | 9%   | 9%   |
| 35-44              | 15%   | 13%  | 18%  |
| 45-54              | 20%   | 20%  | 21%  |
| 55-64              | 22%   | 24%  | 19%  |
| 65-74              | 13%   | 13%  | 14%  |
| 75+                | 12%   | 14%  | 10%  |
| Don't know/Refused | 3%    | 2%   | 5%   |

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

|                                    | TOTAL | LDCV | LRCV |
|------------------------------------|-------|------|------|
| Less than high school              | 2%    | 3%   | 1%   |
| High school graduate               | 24%   | 26%  | 22%  |
| Some college/<br>vocational school | 26%   | 24%  | 28%  |
| College graduate                   | 30%   | 30%  | 32%  |
| Post graduate                      | 15%   | 16%  | 15%  |
| Don't know/Refused                 | 2%    | 1%   | 2%   |

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

|                                     | TOTAL | LDCV | LRCV |
|-------------------------------------|-------|------|------|
| White/Caucasian                     | 95%   | 94%  | 96%  |
| Hispanic/Latino                     | 1%    | 1%   | 1%   |
| African-American/<br>Black          | 1%    | 2%   | *    |
| Asian-American/Asian                | *     | *    | *    |
| Native American                     | *     | 1%   | -    |
| Other/Specify                       | 1%    | 1%   | *    |
| Don't know/Refused<br>(DO NOT READ) | 2%    | 2%   | 2%   |

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

|                                     | TOTAL | LDCV | LRCV |
|-------------------------------------|-------|------|------|
| Yes                                 | 33%   | 25%  | 43%  |
| No                                  | 60%   | 68%  | 50%  |
| Don't know/Refused<br>(DO NOT READ) | 7%    | 6%   | 7%   |

A. Gender (BY OBSERVATION)

|        | TOTAL | LDCV | LRCV |
|--------|-------|------|------|
| Male   | 51%   | 45%  | 59%  |
| Female | 49%   | 55%  | 41%  |

B. CONGRESSIONAL DISTRICT

|       | TOTAL | LDCV | LRCV |
|-------|-------|------|------|
| ONE   | 19%   | 20%  | 18%  |
| TWO   | 19%   | 20%  | 18%  |
| THREE | 21%   | 21%  | 20%  |
| FOUR  | 20%   | 20%  | 20%  |
| FIVE  | 21%   | 19%  | 24%  |