

# DIAGEO | The Hotline

Diageo/The Hotline Poll

Conducted By:



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 (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; high cost of health care	8%	11%	4%
War in Iraq - Support	6%	3%	9%
Terrorism	5%	1%	9%
International issues/problems	4%	5%	3%
Medicare issues	3%	5%	1%
Education/poor education/access to education	2%	3%	1%
Dissatisfaction with government/Congress/ politicians/candidates	2%	2%	2%
Taxes	1%	1%	1%
Social Security	1%	1%	1%
Moral values	1%	*	2%
Outsourcing of jobs/ jobs sent overseas	1%	1%	1%
Gas/fuel/oil prices	1%	1%	1%
Unemployment/jobs	1%	1%	*

Ethics/moral/ religious/family decline; dishonesty; 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 (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 (DO NOT READ)	1%	1%	2%
Don't know/Refused (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 (DO NOT READ)	6%	5%	8%
Haven't heard of (DO NOT READ)	1%	*	2%
Don't know/Refused (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 (DO NOT READ)	6%	5%	6%
Haven't heard of (DO NOT READ)	2%	1%	2%
Don't know/Refused (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 (DO NOT READ)	12%	15%	8%
Haven't heard of (DO NOT READ)	2%	3%	1%
Don't know/Refused (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 (DO NOT READ)	6%	3%	10%
Haven't heard of (DO NOT READ)	1%	1%	*
Don't know/Refused (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 (DO NOT READ)	7%	10%	3%
Haven't heard of (DO NOT READ)	2%	3%	1%
Don't know/Refused (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 (DO NOT READ)	12%	15%	8%
Haven't heard of (DO NOT READ)	7%	8%	6%
Don't know/Refused (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 (DO NOT READ)	14%	15%	12%
Haven't heard of (DO NOT READ)	6%	6%	6%
Don't know/Refused (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 (DO NOT READ)	17%	17%	17%
Haven't heard of (DO NOT READ)	12%	11%	13%
Don't know/Refused (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 (DO NOT READ)	16%	15%	16%
Haven't heard of (DO NOT READ)	10%	7%	14%
Don't know/Refused (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 (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 (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 (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 (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 (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 a new direction	38%	50%	22%
Has the experience necessary to be President	30%	25%	37%
Is an inspirational leader	19%	12%	29%
Has the best chance of winning the general election	6%	6%	5%
All of the above (DO NOT READ)	2%	3%	1%
None of the above (DO NOT READ)	2%	1%	4%
Don't know/Refused (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 (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 (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 (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 (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 (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 (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/ 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/ Black	1%	2%	*
Asian-American/Asian	*	*	*
Native American	*	1%	-
Other/Specify	1%	1%	*
Don't know/Refused (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 (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%