

# Results of SurveyUSA Mkt Research Study #14289



Sponsor:

PowerHouse Media ( )

Geography: US 50 States

Data Collected: 08/26/2008 - 08/27/2008

Release Date: 08/28/2008

**1** In general, do you think... (first two choices rotated) Republicans drink more alcohol than Democrats? Democrats drink more alcohol than Republicans? Or, is there no difference?

1200 Adults 21+	All	Gender		Age				<50 / 50+		Age			Race			
Margin of Sampling Error: +/-2.8%		Male	Female	21-34	35-49	50-64	65+	18-49	50+	< Obama	> McCa	> In Bet	White	Black	Hispani	Other
Republicans Drink More	18%	20%	17%	20%	17%	20%	13%	19%	17%	19%	13%	19%	14%	29%	29%	24%
Democrats Drink More	18%	21%	14%	16%	19%	18%	17%	17%	18%	17%	15%	18%	19%	9%	17%	16%
No Difference	64%	59%	69%	63%	64%	62%	70%	64%	65%	64%	72%	63%	67%	62%	55%	60%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+	100%	48%	52%	32%	27%	25%	16%	59%	41%	54%	11%	36%	72%	11%	11%	6%

**1** In general, do you think... (first two choices rotated) Republicans drink more alcohol than Democrats? Democrats drink more alcohol than Republicans? Or, is there no difference?

1200 Adults 21+	All	Party Affiliation			Ideology			Region			
Margin of Sampling Error: +/-2.8%		Republi	Democr	Indepen	Conser	Moder	Liberal	Northea	Midwes	South	West
Republicans Drink More	18%	10%	31%	14%	18%	17%	23%	22%	12%	15%	26%
Democrats Drink More	18%	31%	7%	17%	32%	12%	11%	14%	20%	22%	10%
No Difference	64%	59%	62%	68%	50%	71%	66%	63%	68%	62%	65%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+	100%	34%	36%	21%	32%	33%	15%	20%	22%	36%	22%

**2** How many days a week do you have a an alcoholic drink?

1200 Adults 21+	All	Gender		Age				<50 / 50+		Age			Race			
Margin of Sampling Error: +/-2.8%		Male	Female	21-34	35-49	50-64	65+	18-49	50+	< Obama	> McCa	> In Bet	White	Black	Hispani	Other
Zero	60%	51%	67%	52%	58%	63%	71%	55%	66%	54%	68%	65%	58%	64%	59%	67%
One	14%	16%	12%	18%	13%	12%	10%	16%	11%	16%	12%	12%	15%	10%	10%	12%
Two	9%	10%	8%	8%	11%	10%	4%	9%	8%	9%	5%	9%	10%	8%	4%	3%
Three	5%	7%	4%	7%	6%	5%	2%	7%	4%	7%	2%	4%	6%	2%	6%	10%
Four	2%	3%	2%	3%	3%	2%	1%	3%	2%	2%	1%	3%	3%	1%	1%	3%
Five	4%	7%	2%	7%	3%	3%	3%	5%	3%	6%	3%	3%	4%	3%	12%	0%
Six	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%
Seven	4%	6%	3%	3%	4%	4%	5%	4%	4%	4%	5%	3%	3%	7%	7%	1%
Not Sure	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	3%	0%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+	100%	48%	52%	32%	27%	25%	16%	59%	41%	54%	11%	36%	72%	11%	11%	6%

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## 2 How many days a week do you have an alcoholic drink?

1200 Adults 21+	All	Party Affiliation			Ideology			Region				
		Republi	Democr	Indepen	Conser	Moder	Liberal	Northea	Midwes	South	West	
Margin of Sampling Error: +/-2.8%												
Zero	60%	61%	61%	54%	62%	60%	54%	50%	63%	65%	55%	
One	14%	12%	15%	12%	11%	16%	13%	19%	14%	12%	11%	
Two	9%	11%	7%	10%	7%	11%	9%	6%	10%	9%	10%	
Three	5%	4%	4%	14%	5%	5%	6%	9%	4%	4%	7%	
Four	2%	2%	3%	2%	1%	1%	7%	2%	3%	2%	3%	
Five	4%	4%	6%	4%	8%	3%	3%	6%	2%	3%	8%	
Six	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	
Seven	4%	6%	3%	3%	5%	3%	5%	7%	1%	4%	4%	
Not Sure	1%	1%	1%	0%	0%	1%	2%	1%	1%	1%	2%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Adults 21+	100%	34%	36%	21%	32%	33%	15%	20%	22%	36%	22%	

## 3 Who would you rather have a drink with? (first two choices rotated) Barack Obama? Or John McCain?

485 Adults 21+ Who Drink	All	Gender		Age				<50 / 50+		Age			Race				
		Male	Female	21-34	35-49	50-64	65+	18-49	50+	< Obama	> McCa	> In Bet	White	Black	Hispani	Other	
Margin of Sampling Error: +/-4.5%																	
Obama	44%	40%	50%	51%	42%	42%	33%	47%	39%	48%	28%	41%	39%	74%	56%	37%	
McCain	42%	44%	40%	36%	44%	45%	55%	39%	48%	38%	59%	47%	49%	18%	16%	48%	
Not Sure	13%	15%	10%	13%	14%	13%	12%	14%	12%	14%	13%	11%	12%	8%	27%	14%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Adults 21+ Who Drin	100%	58%	42%	38%	28%	23%	12%	66%	34%	61%	8%	31%	74%	10%	11%	5%	

## 3 Who would you rather have a drink with? (first two choices rotated) Barack Obama? Or John McCain?

485 Adults 21+ Who Drink	All	Party Affiliation			Ideology			Region				
		Republi	Democr	Indepen	Conser	Moder	Liberal	Northea	Midwes	South	West	
Margin of Sampling Error: +/-4.5%												
Obama	44%	13%	83%	43%	25%	43%	68%	52%	33%	38%	54%	
McCain	42%	77%	11%	43%	65%	46%	24%	38%	58%	43%	33%	
Not Sure	13%	10%	6%	14%	10%	11%	8%	10%	9%	19%	13%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Adults 21+ Who Drin	100%	33%	34%	24%	30%	32%	17%	24%	20%	31%	24%	

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**4** What is the most number of drinks you can have and not feel any side effects, such as upset stomach, headache, dehydration, or fatigue the next morning?

485 Adults 21+ Who Drink	All	Gender		Age				<50 / 50+		Age			Race			
Margin of Sampling Error: +/-4.5%		Male	Female	21-34	35-49	50-64	65+	18-49	50+	< Obama	> McCa	> In Bet	White	Black	Hispani	Other
None	4%	4%	4%	2%	3%	5%	12%	2%	7%	2%	14%	4%	4%	12%	0%	1%
1	11%	9%	14%	8%	11%	13%	23%	9%	16%	9%	21%	14%	11%	9%	20%	10%
2	26%	20%	33%	19%	26%	34%	32%	22%	33%	23%	33%	30%	26%	32%	14%	41%
3	23%	19%	28%	30%	19%	20%	18%	25%	20%	25%	16%	21%	26%	17%	13%	8%
4	12%	15%	8%	13%	16%	10%	3%	14%	7%	13%	1%	12%	13%	11%	0%	15%
5 +	14%	18%	8%	16%	14%	16%	5%	15%	12%	15%	5%	14%	13%	11%	22%	9%
Not Sure	10%	14%	4%	13%	11%	3%	8%	12%	5%	13%	10%	4%	6%	9%	31%	16%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	58%	42%	38%	28%	23%	12%	66%	34%	61%	8%	31%	74%	10%	11%	5%

**4** What is the most number of drinks you can have and not feel any side effects, such as upset stomach, headache, dehydration, or fatigue the next morning?

485 Adults 21+ Who Drink	All	Party Affiliation			Ideology			Region			
Margin of Sampling Error: +/-4.5%		Republi	Democr	Indepen	Conser	Modera	Liberal	Northea	Midwes	South	West
None	4%	3%	5%	3%	4%	2%	7%	1%	2%	7%	4%
1	11%	10%	11%	8%	9%	11%	10%	7%	11%	13%	15%
2	26%	24%	25%	32%	24%	32%	26%	31%	24%	25%	24%
3	23%	24%	24%	20%	23%	21%	19%	30%	25%	25%	13%
4	12%	16%	9%	12%	11%	16%	17%	8%	17%	12%	11%
5 +	14%	16%	12%	17%	15%	12%	19%	15%	13%	14%	14%
Not Sure	10%	7%	14%	8%	13%	6%	2%	7%	8%	5%	20%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	33%	34%	24%	30%	32%	17%	24%	20%	31%	24%

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**5** How many times a month do you wake up with side effects from drinking, such as upset stomach, headache, dehydration, or fatigue?

485 Adults 21+ Who Drink	All	Gender		Age				<50 / 50+		Age			Race			
Margin of Sampling Error: +/-4.1%		Male	Female	21-34	35-49	50-64	65+	18-49	50+	< Obama	> McCa	> In Bet	White	Black	Hispani	Other
None	73%	71%	75%	57%	80%	79%	92%	67%	84%	66%	91%	81%	79%	60%	55%	47%
1	16%	18%	14%	25%	12%	12%	6%	20%	10%	19%	6%	13%	9%	37%	38%	27%
2	5%	5%	4%	8%	2%	4%	1%	6%	3%	6%	1%	3%	5%	3%	0%	26%
3	3%	2%	4%	3%	4%	2%	1%	4%	2%	4%	1%	2%	4%	1%	1%	0%
4	1%	2%	1%	2%	1%	1%	0%	2%	0%	2%	0%	1%	2%	0%	1%	0%
5 +	1%	2%	1%	3%	0%	1%	0%	2%	1%	2%	0%	1%	1%	0%	6%	0%
Not Sure	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	58%	42%	38%	28%	23%	12%	66%	34%	61%	8%	31%	74%	10%	11%	5%

**5** How many times a month do you wake up with side effects from drinking, such as upset stomach, headache, dehydration, or fatigue?

485 Adults 21+ Who Drink	All	Party Affiliation			Ideology			Region			
Margin of Sampling Error: +/-4.1%		Republi	Democr	Indepen	Conser	Modera	Liberal	Northea	Midwes	South	West
None	73%	77%	65%	72%	63%	72%	82%	76%	74%	75%	63%
1	16%	11%	23%	16%	21%	18%	9%	15%	12%	14%	25%
2	5%	1%	8%	7%	5%	5%	5%	4%	5%	3%	8%
3	3%	4%	2%	3%	5%	2%	4%	1%	4%	4%	2%
4	1%	2%	2%	0%	2%	2%	0%	1%	0%	2%	1%
5 +	1%	3%	0%	2%	4%	1%	0%	3%	1%	1%	0%
Not Sure	1%	2%	0%	0%	1%	1%	0%	0%	3%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	33%	34%	24%	30%	32%	17%	24%	20%	31%	24%

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## 6 Compared to 1 year ago, are you today drinking more? Less? Or the same amount?

485 Adults 21+ Who Drink	All	Gender		Age				<50 / 50+		Age			Race				
		Male	Female	21-34	35-49	50-64	65+	18-49	50+	< Obama	> McCa	> In Bet	White	Black	Hispani	Other	
Margin of Sampling Error: +/-4.5%																	
More	10%	10%	10%	14%	10%	5%	5%	13%	5%	13%	4%	6%	7%	34%	10%	6%	
Less	33%	32%	33%	35%	23%	34%	44%	30%	37%	32%	43%	32%	32%	18%	33%	70%	
Same	53%	51%	56%	43%	63%	60%	49%	52%	56%	50%	51%	60%	59%	37%	42%	24%	
Not Sure	4%	6%	0%	7%	3%	1%	2%	5%	1%	5%	2%	1%	1%	11%	15%	0%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Adults 21+ Who Drin	100%	58%	42%	38%	28%	23%	12%	66%	34%	61%	8%	31%	74%	10%	11%	5%	

## 6 Compared to 1 year ago, are you today drinking more? Less? Or the same amount?

485 Adults 21+ Who Drink	All	Party Affiliation			Ideology			Region				
		Republi	Democr	Indepen	Conser	Modera	Liberal	Northea	Midwes	South	West	
Margin of Sampling Error: +/-4.5%												
More	10%	8%	15%	8%	12%	6%	14%	7%	9%	14%	9%	
Less	33%	29%	26%	51%	33%	36%	23%	40%	35%	28%	29%	
Same	53%	58%	58%	40%	52%	58%	61%	49%	55%	52%	58%	
Not Sure	4%	4%	1%	1%	3%	1%	3%	3%	0%	6%	4%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Adults 21+ Who Drin	100%	33%	34%	24%	30%	32%	17%	24%	20%	31%	24%	

## 7 Which of the following best describes you: (first two choices rotated) I will drink more if Barack Obama is elected president. I will drink more if John McCain is elected president. I will drink more no matter who is elected president. I will not drink more as a result of the election.

485 Adults 21+ Who Drink	All	Gender		Age				<50 / 50+		Age			Race			
		Male	Female	21-34	35-49	50-64	65+	18-49	50+	< Obama	> McCa	> In Bet	White	Black	Hispani	Other
Margin of Sampling Error: +/-4.3%																
Obama Is Elected	14%	15%	13%	17%	13%	13%	9%	15%	11%	16%	6%	12%	13%	14%	13%	27%
McCain Is Elected	10%	10%	9%	7%	15%	10%	8%	10%	9%	10%	9%	9%	9%	17%	4%	15%
No Matter Who Is Elected	9%	15%	2%	16%	5%	5%	8%	11%	6%	12%	10%	4%	5%	14%	34%	5%
Will Not Drink More	67%	60%	76%	61%	67%	72%	74%	63%	73%	62%	74%	74%	72%	54%	50%	54%
Not Sure	0%	0%	1%	0%	1%	1%	2%	0%	1%	0%	1%	1%	0%	2%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	58%	42%	38%	28%	23%	12%	66%	34%	61%	8%	31%	74%	10%	11%	5%

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**7** Which of the following best describes you: (first two choices rotated) I will drink more if Barack Obama is elected president. I will drink more if John McCain is elected president. I will drink more no matter who is elected president. I will not drink more as a result of the election.

485 Adults 21+ Who Drink	All	Party Affiliation			Ideology			Region			
Margin of Sampling Error: +/-4.3%		Republi	Democr	Indepen	Conser	Moder	Liberal	Northea	Midwes	South	West
Obama Is Elected	14%	21%	7%	19%	26%	11%	9%	10%	16%	20%	8%
McCain Is Elected	10%	3%	18%	10%	5%	9%	20%	10%	11%	7%	11%
No Matter Who Is Elected	9%	5%	14%	12%	18%	4%	11%	12%	4%	3%	19%
Will Not Drink More	67%	70%	61%	59%	51%	76%	61%	67%	68%	68%	62%
Not Sure	0%	1%	0%	1%	0%	0%	0%	1%	1%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	33%	34%	24%	30%	32%	17%	24%	20%	31%	24%

**8** If there was an over-the-counter product that could reduce or eliminate the side effects from drinking alcohol, would you take it ... no matter what it costs? Depending on what it costs? Or, would you not take it under any circumstances?

485 Adults 21+ Who Drink	All	Gender		Age				<50 / 50+		Age			Race			
Margin of Sampling Error: +/-4.2%		Male	Female	21-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Other
No Matter What It Costs	8%	10%	5%	11%	7%	5%	4%	9%	5%	9%	6%	6%	5%	13%	19%	8%
Depending On What It Costs	20%	20%	19%	30%	18%	13%	5%	25%	10%	26%	6%	11%	19%	14%	29%	30%
Would Not Take	69%	66%	74%	57%	72%	78%	87%	63%	81%	63%	85%	78%	73%	70%	47%	61%
Not Sure	3%	4%	2%	2%	3%	5%	3%	2%	4%	2%	2%	5%	3%	3%	5%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	58%	42%	38%	28%	23%	12%	66%	34%	61%	8%	31%	74%	10%	11%	5%

**8** If there was an over-the-counter product that could reduce or eliminate the side effects from drinking alcohol, would you take it ... no matter what it costs? Depending on what it costs? Or, would you not take it under any circumstances?

485 Adults 21+ Who Drink	All	Party Affiliation			Ideology			Region			
Margin of Sampling Error: +/-4.2%		Republi	Democr	Indepen	Conser	Moder	Liberal	Northea	Midwes	South	West
No Matter What It Costs	8%	11%	8%	8%	15%	6%	8%	6%	7%	10%	8%
Depending On What It Costs	20%	15%	17%	28%	16%	19%	18%	16%	16%	25%	20%
Would Not Take	69%	73%	72%	60%	68%	74%	70%	72%	76%	63%	68%
Not Sure	3%	2%	4%	5%	1%	1%	4%	6%	0%	2%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	33%	34%	24%	30%	32%	17%	24%	20%	31%	24%

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## All Questions Crosstabbed By All Questions

**1** In general, do you think... (first two choices rotated) Republicans drink more alcohol than Democrats? Democrats drink more alcohol than Republicans? Or, is there no difference?

1200 Adults 21+	All	Who Drinks More?			How Many Days Do You Drink?									Rather Drink With		
Margin of Sampling Error: +/-2.8%		Republi	Democr	No Diffe	Zero	One	Two	Three	Four	Five	Six	Seven	Not Sur	Obama	McCain	Not Sur
Republicans Drink More	18%	-	-	-	17%	16%	12%	16%	3%	57%	0%	30%	5%	31%	12%	5%
Democrats Drink More	18%	-	-	-	18%	19%	12%	21%	8%	9%	18%	27%	13%	7%	26%	18%
No Difference	64%	-	-	-	65%	66%	76%	63%	89%	34%	82%	43%	81%	62%	62%	77%
Total	100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+	100%				60%	14%	9%	5%	2%	4%	0%	4%	1%	44%	42%	13%

**1** In general, do you think... (first two choices rotated) Republicans drink more alcohol than Democrats? Democrats drink more alcohol than Republicans? Or, is there no difference?

1200 Adults 21+	All	Most You Can Drink							Wake With Side Effects						
Margin of Sampling Error: +/-2.8%		None	1	2	3	4	5 +	Not Sur	None	1	2	3	4	5 +	Not Sur
Republicans Drink More	18%	9%	20%	17%	12%	11%	32%	43%	15%	38%	17%	19%	0%	79%	0%
Democrats Drink More	18%	32%	23%	14%	10%	15%	31%	7%	17%	11%	33%	15%	13%	0%	43%
No Difference	64%	59%	57%	70%	78%	74%	37%	50%	68%	51%	50%	67%	87%	21%	57%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+	100%	4%	11%	26%	23%	12%	14%	10%	73%	16%	5%	3%	1%	1%	1%

**1** In general, do you think... (first two choices rotated) Republicans drink more alcohol than Democrats? Democrats drink more alcohol than Republicans? Or, is there no difference?

1200 Adults 21+	All	Compared To Last Year, Drinking.				Drinking More If...					Would Take Product...			
Margin of Sampling Error: +/-2.8%		More	Less	Same	Not Sur	Obama	McCain	No Matt	Will Not	Not Sur	No Matt	Depend	Would	Not Sur
Republicans Drink More	18%	33%	17%	18%	33%	11%	48%	53%	13%	21%	40%	16%	19%	14%
Democrats Drink More	18%	19%	20%	12%	41%	49%	10%	4%	12%	47%	27%	24%	14%	3%
No Difference	64%	49%	63%	70%	26%	41%	42%	43%	75%	32%	33%	60%	68%	83%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+	100%	10%	33%	53%	4%	14%	10%	9%	67%	0%	8%	20%	69%	3%

# Results of SurveyUSA Mkt Research Study #14289



Sponsor:

PowerHouse Media ( )

Geography: US 50 States

Data Collected: 08/26/2008 - 08/27/2008

Release Date: 08/28/2008

## 2 How many days a week do you have an alcoholic drink?

1200 Adults 21+	All	Who Drinks More?			How Many Days Do You Drink?										Rather Drink With		
Margin of Sampling Error: +/-2.8%		Republi	Democr	No Diffe	Zero	One	Two	Three	Four	Five	Six	Seven	Not Sur	Obama	McCain	Not Sur	
Zero	60%	56%	62%	60%	-	-	-	-	-	-	-	-	-	-	-	-	-
One	14%	12%	15%	14%	-	-	-	-	-	-	-	-	-	30%	38%	36%	
Two	9%	6%	6%	10%	-	-	-	-	-	-	-	-	-	18%	21%	37%	
Three	5%	5%	6%	5%	-	-	-	-	-	-	-	-	-	16%	13%	9%	
Four	2%	0%	1%	3%	-	-	-	-	-	-	-	-	-	9%	4%	1%	
Five	4%	14%	2%	2%	-	-	-	-	-	-	-	-	-	13%	11%	2%	
Six	0%	0%	0%	1%	-	-	-	-	-	-	-	-	-	1%	1%	0%	
Seven	4%	7%	6%	3%	-	-	-	-	-	-	-	-	-	9%	11%	10%	
Not Sure	1%	0%	1%	2%	-	-	-	-	-	-	-	-	-	3%	2%	5%	
Total	100%	100%	100%	100%										100%	100%	100%	
Composition of Adults 21+	100%	18%	18%	64%										44%	42%	13%	

## 2 How many days a week do you have an alcoholic drink?

1200 Adults 21+	All	Most You Can Drink							Wake With Side Effects						
Margin of Sampling Error: +/-2.8%		None	1	2	3	4	5 +	Not Sur	None	1	2	3	4	5 +	Not Sur
Zero	60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
One	14%	49%	52%	28%	52%	22%	18%	18%	38%	25%	27%	16%	27%	30%	20%
Two	9%	12%	18%	30%	10%	40%	22%	13%	23%	21%	26%	12%	0%	0%	0%
Three	5%	9%	5%	16%	14%	13%	21%	8%	14%	8%	29%	24%	0%	15%	0%
Four	2%	2%	2%	6%	8%	11%	5%	4%	6%	2%	9%	12%	7%	6%	0%
Five	4%	1%	2%	12%	9%	5%	9%	37%	6%	31%	7%	24%	42%	0%	0%
Six	0%	0%	3%	1%	1%	2%	1%	0%	1%	1%	0%	0%	0%	0%	0%
Seven	4%	24%	13%	7%	3%	7%	24%	6%	9%	9%	2%	12%	23%	49%	23%
Not Sure	1%	3%	5%	1%	3%	0%	0%	15%	3%	3%	0%	0%	0%	0%	57%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+	100%	4%	11%	26%	23%	12%	14%	10%	73%	16%	5%	3%	1%	1%	1%

# Results of SurveyUSA Mkt Research Study #14289

Geography: US 50 States

Data Collected: 08/26/2008 - 08/27/2008

Release Date: 08/28/2008

**2** How many days a week do you have an alcoholic drink?

1200 Adults 21+	All	Compared To Last Year, Drinking.				Drinking More If...					Would Take Product...			
		More	Less	Same	Not Sur	Obama	McCain	No Matt	Will Not	Not Sur	No Matt	Depend	Would	Not Sur
Margin of Sampling Error: +/-2.8%														
Zero	60%	-	-	-	-	-	-	-	-	-	-	-	-	-
One	14%	20%	36%	34%	60%	23%	30%	11%	40%	46%	34%	35%	33%	45%
Two	9%	14%	21%	25%	0%	27%	19%	8%	23%	0%	10%	17%	25%	11%
Three	5%	12%	22%	9%	7%	17%	18%	10%	13%	22%	13%	22%	10%	35%
Four	2%	12%	3%	7%	2%	0%	8%	10%	6%	0%	0%	5%	7%	4%
Five	4%	8%	6%	14%	21%	9%	9%	47%	6%	0%	7%	9%	12%	0%
Six	0%	3%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%
Seven	4%	31%	6%	8%	8%	20%	16%	13%	7%	0%	36%	12%	7%	0%
Not Sure	1%	0%	5%	2%	3%	2%	1%	0%	4%	32%	0%	1%	4%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+	100%	10%	33%	53%	4%	14%	10%	9%	67%	0%	8%	20%	69%	3%

**3** Who would you rather have a drink with? (first two choices rotated) Barack Obama? Or John McCain?

485 Adults 21+ Who Drink	All	Who Drinks More?			How Many Days Do You Drink?										Rather Drink With		
		Republi	Democr	No Diffe	Zero	One	Two	Three	Four	Five	Six	Seven	Not Sur	Obama	McCain	Not Sur	
Margin of Sampling Error: +/-4.5%																	
Obama	44%	70%	19%	43%	0%	39%	37%	52%	69%	55%	61%	39%	52%	-	-	-	
McCain	42%	26%	67%	41%	0%	47%	41%	39%	29%	42%	39%	47%	25%	-	-	-	
Not Sure	13%	4%	14%	16%	0%	14%	22%	9%	2%	3%	0%	14%	23%	-	-	-	
Total	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%				
Composition of Adults 21+ Who Drin	100%	20%	17%	64%	0%	34%	22%	14%	6%	11%	1%	10%	3%				

**3** Who would you rather have a drink with? (first two choices rotated) Barack Obama? Or John McCain?

485 Adults 21+ Who Drink	All	Most You Can Drink							Wake With Side Effects						
		None	1	2	3	4	5 +	Not Sur	None	1	2	3	4	5 +	Not Sur
Margin of Sampling Error: +/-4.5%															
Obama	44%	40%	45%	41%	47%	41%	38%	62%	40%	66%	48%	49%	27%	30%	23%
McCain	42%	32%	37%	44%	42%	53%	52%	22%	44%	27%	43%	49%	67%	70%	77%
Not Sure	13%	28%	18%	15%	11%	5%	10%	17%	16%	7%	9%	2%	5%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	4%	11%	26%	23%	12%	14%	10%	73%	16%	5%	3%	1%	1%	1%

# Results of SurveyUSA Mkt Research Study #14289



Sponsor:

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Geography: US 50 States

Data Collected: 08/26/2008 - 08/27/2008

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**3** Who would you rather have a drink with? (first two choices rotated) Barack Obama? Or John McCain?

485 Adults 21+ Who Drink	All	Compared To Last Year, Drinking.				Drinking More If...					Would Take Product...			
		More	Less	Same	Not Sur	Obama	McCain	No Matt	Will Not	Not Sur	No Matt	Depend	Would	Not Sur
Margin of Sampling Error: +/-4.5%														
Obama	44%	56%	40%	46%	29%	17%	84%	60%	42%	53%	36%	38%	46%	73%
McCain	42%	35%	47%	42%	21%	78%	14%	27%	41%	47%	57%	43%	42%	15%
Not Sure	13%	9%	14%	11%	50%	5%	2%	13%	17%	0%	7%	19%	12%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	10%	33%	53%	4%	14%	10%	9%	67%	0%	8%	20%	69%	3%

**4** What is the most number of drinks you can have and not feel any side effects, such as upset stomach, headache, dehydration, or fatigue the next morning?

485 Adults 21+ Who Drink	All	Who Drinks More?			How Many Days Do You Drink?									Rather Drink With		
		Republi	Democr	No Diffe	Zero	One	Two	Three	Four	Five	Six	Seven	Not Sur	Obama	McCain	Not Sur
Margin of Sampling Error: +/-4.5%																
None	4%	2%	8%	4%	0%	6%	2%	3%	1%	0%	0%	10%	3%	4%	3%	8%
1	11%	12%	16%	10%	0%	18%	10%	5%	3%	2%	32%	15%	20%	12%	10%	16%
2	26%	22%	21%	28%	0%	21%	36%	30%	24%	27%	22%	20%	6%	24%	27%	29%
3	23%	14%	14%	28%	0%	35%	11%	24%	31%	20%	18%	7%	21%	24%	23%	19%
4	12%	6%	11%	14%	0%	8%	22%	12%	21%	5%	19%	9%	0%	11%	15%	5%
5 +	14%	22%	26%	8%	0%	7%	14%	22%	12%	12%	9%	34%	0%	12%	17%	11%
Not Sure	10%	22%	4%	8%	0%	5%	6%	6%	6%	34%	0%	6%	49%	14%	5%	12%
Total	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	20%	17%	64%	0%	34%	22%	14%	6%	11%	1%	10%	3%	44%	42%	13%

# Results of SurveyUSA Mkt Research Study #14289



Sponsor:

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Geography: US 50 States

Data Collected: 08/26/2008 - 08/27/2008

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**4** What is the most number of drinks you can have and not feel any side effects, such as upset stomach, headache, dehydration, or fatigue the next morning?

485 Adults 21+ Who Drink	All	Most You Can Drink							Wake With Side Effects						
Margin of Sampling Error: +/-4.5%		None	1	2	3	4	5 +	Not Sur	None	1	2	3	4	5 +	Not Sur
None	4%	-	-	-	-	-	-	-	5%	3%	0%	0%	0%	0%	0%
1	11%	-	-	-	-	-	-	-	13%	10%	0%	3%	0%	0%	0%
2	26%	-	-	-	-	-	-	-	27%	29%	34%	10%	0%	0%	0%
3	23%	-	-	-	-	-	-	-	25%	15%	28%	30%	37%	6%	0%
4	12%	-	-	-	-	-	-	-	11%	11%	16%	6%	35%	45%	0%
5 +	14%	-	-	-	-	-	-	-	13%	10%	17%	36%	0%	49%	23%
Not Sure	10%	-	-	-	-	-	-	-	6%	22%	5%	15%	28%	0%	77%
Total	100%								100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%								73%	16%	5%	3%	1%	1%	1%

**4** What is the most number of drinks you can have and not feel any side effects, such as upset stomach, headache, dehydration, or fatigue the next morning?

485 Adults 21+ Who Drink	All	Compared To Last Year, Drinking.				Drinking More If...					Would Take Product...			
Margin of Sampling Error: +/-4.5%		More	Less	Same	Not Sur	Obama	McCain	No Matt	Will Not	Not Sur	No Matt	Depend	Would	Not Sur
None	4%	8%	4%	2%	21%	8%	5%	5%	3%	21%	15%	1%	4%	3%
1	11%	16%	9%	9%	54%	4%	15%	5%	13%	0%	4%	10%	12%	19%
2	26%	7%	33%	26%	21%	28%	12%	22%	28%	0%	5%	24%	28%	40%
3	23%	21%	27%	23%	0%	16%	6%	13%	29%	22%	25%	27%	23%	7%
4	12%	19%	10%	13%	0%	12%	17%	8%	11%	0%	10%	16%	11%	0%
5 +	14%	22%	11%	15%	2%	28%	25%	7%	10%	25%	36%	19%	10%	26%
Not Sure	10%	7%	7%	13%	2%	3%	19%	40%	5%	32%	6%	3%	12%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	10%	33%	53%	4%	14%	10%	9%	67%	0%	8%	20%	69%	3%

# Results of SurveyUSA Mkt Research Study #14289



Sponsor:

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Geography: US 50 States

Data Collected: 08/26/2008 - 08/27/2008

Release Date: 08/28/2008

**5** How many times a month do you wake up with side effects from drinking, such as upset stomach, headache, dehydration, or fatigue?

485 Adults 21+ Who Drink	All	Who Drinks More?			How Many Days Do You Drink?										Rather Drink With		
		Republi	Democr	No Diffe	Zero	One	Two	Three	Four	Five	Six	Seven	Not Sur	Obama	McCain	Not Sur	
Margin of Sampling Error: +/-4.1%																	
None	73%	57%	73%	77%	0%	80%	77%	74%	77%	39%	82%	69%	68%	65%	76%	87%	
1	16%	31%	11%	13%	0%	12%	16%	9%	6%	46%	18%	15%	17%	24%	10%	9%	
2	5%	4%	10%	4%	0%	4%	6%	11%	7%	3%	0%	1%	0%	5%	5%	3%	
3	3%	3%	3%	3%	0%	1%	2%	5%	6%	7%	0%	4%	0%	3%	3%	0%	
4	1%	0%	1%	2%	0%	1%	0%	0%	2%	5%	0%	3%	0%	1%	2%	1%	
5 +	1%	5%	0%	0%	0%	1%	0%	1%	1%	0%	0%	7%	0%	1%	2%	0%	
Not Sure	1%	0%	2%	1%	0%	1%	0%	0%	0%	0%	0%	2%	16%	0%	2%	0%	
Total	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Adults 21+ Who Drin	100%	20%	17%	64%	0%	34%	22%	14%	6%	11%	1%	10%	3%	44%	42%	13%	

**5** How many times a month do you wake up with side effects from drinking, such as upset stomach, headache, dehydration, or fatigue?

485 Adults 21+ Who Drink	All	Most You Can Drink							Wake With Side Effects						
		None	1	2	3	4	5 +	Not Sur	None	1	2	3	4	5 +	Not Sur
Margin of Sampling Error: +/-4.1%															
None	73%	88%	85%	74%	77%	68%	69%	47%	-	-	-	-	-	-	-
1	16%	12%	15%	18%	10%	15%	12%	36%	-	-	-	-	-	-	-
2	5%	0%	0%	6%	6%	7%	6%	3%	-	-	-	-	-	-	-
3	3%	0%	1%	1%	4%	2%	8%	4%	-	-	-	-	-	-	-
4	1%	0%	0%	0%	2%	4%	0%	4%	-	-	-	-	-	-	-
5 +	1%	0%	0%	0%	0%	5%	5%	0%	-	-	-	-	-	-	-
Not Sure	1%	0%	0%	0%	0%	0%	1%	7%	-	-	-	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%							
Composition of Adults 21+ Who Drin	100%	4%	11%	26%	23%	12%	14%	10%							

# Results of SurveyUSA Mkt Research Study #14289



Sponsor:

PowerHouse Media ( )

Geography: US 50 States

Data Collected: 08/26/2008 - 08/27/2008

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**5** How many times a month do you wake up with side effects from drinking, such as upset stomach, headache, dehydration, or fatigue?

485 Adults 21+ Who Drink	All	Compared To Last Year, Drinking.				Drinking More If...					Would Take Product...			
		More	Less	Same	Not Sur	Obama	McCain	No Matt	Will Not	Not Sur	No Matt	Depend	Would	Not Sur
Margin of Sampling Error: +/-4.1%														
None	73%	62%	66%	78%	72%	66%	70%	40%	79%	100%	60%	55%	79%	61%
1	16%	20%	16%	15%	26%	13%	11%	58%	12%	0%	16%	15%	16%	30%
2	5%	0%	8%	4%	0%	9%	10%	0%	4%	0%	0%	14%	3%	8%
3	3%	8%	4%	1%	2%	4%	1%	2%	3%	0%	6%	10%	1%	0%
4	1%	3%	2%	1%	0%	4%	0%	0%	1%	0%	7%	4%	0%	0%
5 +	1%	6%	2%	0%	0%	5%	4%	0%	0%	0%	8%	2%	0%	0%
Not Sure	1%	0%	2%	0%	0%	0%	4%	0%	1%	0%	2%	0%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	10%	33%	53%	4%	14%	10%	9%	67%	0%	8%	20%	69%	3%

**6** Compared to 1 year ago, are you today drinking more? Less? Or the same amount?

485 Adults 21+ Who Drink	All	Who Drinks More?			How Many Days Do You Drink?										Rather Drink With		
		Republi	Democr	No Diffe	Zero	One	Two	Three	Four	Five	Six	Seven	Not Sur	Obama	McCain	Not Sur	
Margin of Sampling Error: +/-4.5%																	
More	10%	17%	12%	8%	0%	6%	6%	9%	20%	8%	29%	32%	0%	13%	8%	7%	
Less	33%	28%	39%	32%	0%	35%	32%	52%	16%	17%	11%	21%	60%	29%	36%	34%	
Same	53%	48%	40%	58%	0%	52%	61%	37%	62%	68%	60%	45%	36%	56%	53%	45%	
Not Sure	4%	6%	9%	2%	0%	7%	0%	2%	1%	8%	0%	3%	3%	2%	2%	14%	
Total	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Adults 21+ Who Drin	100%	20%	17%	64%	0%	34%	22%	14%	6%	11%	1%	10%	3%	44%	42%	13%	

**6** Compared to 1 year ago, are you today drinking more? Less? Or the same amount?

485 Adults 21+ Who Drink	All	Most You Can Drink							Wake With Side Effects						
		None	1	2	3	4	5 +	Not Sur	None	1	2	3	4	5 +	Not Sur
Margin of Sampling Error: +/-4.5%															
More	10%	21%	14%	3%	9%	16%	16%	7%	9%	12%	0%	29%	27%	49%	0%
Less	33%	30%	27%	42%	38%	27%	26%	22%	30%	32%	55%	44%	42%	45%	80%
Same	53%	28%	41%	53%	53%	57%	57%	70%	58%	49%	45%	25%	30%	6%	20%
Not Sure	4%	21%	18%	3%	0%	0%	0%	1%	4%	6%	0%	2%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	4%	11%	26%	23%	12%	14%	10%	73%	16%	5%	3%	1%	1%	1%

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Sponsor:

PowerHouse Media ()

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**6** Compared to 1 year ago, are you today drinking more? Less? Or the same amount?

485 Adults 21+ Who Drink	All	Compared To Last Year, Drinking.				Drinking More If...					Would Take Product...			
		More	Less	Same	Not Sur	Obama	McCain	No Matt	Will Not	Not Sur	No Matt	Depend	Would	Not Sur
Margin of Sampling Error: +/-4.5%														
More	10%	-	-	-	-	21%	31%	12%	5%	0%	41%	12%	6%	3%
Less	33%	-	-	-	-	40%	26%	27%	33%	75%	41%	41%	28%	66%
Same	53%	-	-	-	-	37%	43%	52%	59%	25%	16%	41%	63%	20%
Not Sure	4%	-	-	-	-	2%	0%	9%	4%	0%	2%	7%	3%	10%
Total	100%					100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%					14%	10%	9%	67%	0%	8%	20%	69%	3%

**7** Which of the following best describes you: (first two choices rotated) I will drink more if Barack Obama is elected president. I will drink more if John McCain is elected president. I will drink more no matter who is elected president. I will not drink more as a result of the election.

485 Adults 21+ Who Drink	All	Who Drinks More?			How Many Days Do You Drink?										Rather Drink With		
		Republi	Democr	No Diffe	Zero	One	Two	Three	Four	Five	Six	Seven	Not Sur	Obama	McCain	Not Sur	
Margin of Sampling Error: +/-4.3%																	
Obama Is Elected	14%	8%	41%	9%	0%	9%	17%	18%	1%	12%	18%	27%	10%	5%	26%	5%	
McCain Is Elected	10%	24%	6%	6%	0%	9%	8%	13%	13%	8%	0%	16%	2%	18%	3%	2%	
No Matter Who Is Elected	9%	25%	2%	6%	0%	3%	4%	7%	16%	41%	0%	13%	0%	13%	6%	9%	
Will Not Drink More	67%	43%	49%	78%	0%	78%	71%	62%	70%	40%	82%	44%	83%	63%	65%	84%	
Not Sure	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	5%	1%	1%	0%	
Total	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Adults 21+ Who Drin	100%	20%	17%	64%	0%	34%	22%	14%	6%	11%	1%	10%	3%	44%	42%	13%	

# Results of SurveyUSA Mkt Research Study #14289



Sponsor:

PowerHouse Media ()

Geography: US 50 States

Data Collected: 08/26/2008 - 08/27/2008

Release Date: 08/28/2008

**7** Which of the following best describes you: (first two choices rotated) I will drink more if Barack Obama is elected president. I will drink more if John McCain is elected president. I will drink more no matter who is elected president. I will not drink more as a result of the election.

485 Adults 21+ Who Drink	All	Most You Can Drink							Wake With Side Effects						
		None	1	2	3	4	5 +	Not Sur	None	1	2	3	4	5 +	Not Sur
Margin of Sampling Error: +/-4.3%															
Obama Is Elected	14%	30%	5%	15%	9%	15%	28%	4%	13%	11%	26%	18%	42%	49%	0%
McCain Is Elected	10%	12%	13%	4%	3%	14%	17%	19%	9%	7%	20%	3%	0%	30%	43%
No Matter Who Is Elected	9%	11%	4%	8%	5%	7%	4%	38%	5%	33%	0%	6%	0%	0%	0%
Will Not Drink More	67%	45%	78%	72%	82%	65%	49%	37%	72%	49%	55%	73%	58%	21%	57%
Not Sure	0%	3%	0%	0%	0%	0%	1%	2%	1%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	4%	11%	26%	23%	12%	14%	10%	73%	16%	5%	3%	1%	1%	1%

**7** Which of the following best describes you: (first two choices rotated) I will drink more if Barack Obama is elected president. I will drink more if John McCain is elected president. I will drink more no matter who is elected president. I will not drink more as a result of the election.

485 Adults 21+ Who Drink	All	Compared To Last Year, Drinking.				Drinking More If...					Would Take Product...			
		More	Less	Same	Not Sur	Obama	McCain	No Matt	Will Not	Not Sur	No Matt	Depend	Would	Not Sur
Margin of Sampling Error: +/-4.3%														
Obama Is Elected	14%	29%	17%	10%	7%	-	-	-	-	-	46%	18%	10%	0%
McCain Is Elected	10%	29%	8%	8%	0%	-	-	-	-	-	22%	9%	9%	8%
No Matter Who Is Elected	9%	11%	8%	9%	21%	-	-	-	-	-	18%	3%	10%	22%
Will Not Drink More	67%	31%	66%	73%	72%	-	-	-	-	-	14%	70%	72%	61%
Not Sure	0%	0%	1%	0%	0%	-	-	-	-	-	0%	0%	0%	8%
Total	100%	100%	100%	100%	100%						100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	10%	33%	53%	4%						8%	20%	69%	3%

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Sponsor:

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**8** If there was an over-the-counter product that could reduce or eliminate the side effects from drinking alcohol, would you take it ... no matter what it costs? Depending on what it costs? Or, would you not take it under any circumstances?

485 Adults 21+ Who Drink	All	Who Drinks More?			How Many Days Do You Drink?									Rather Drink With		
		Republi	Democr	No Diffe	Zero	One	Two	Three	Four	Five	Six	Seven	Not Sur	Obama	McCain	Not Sur
Margin of Sampling Error: +/-4.2%																
No Matter What It Costs	8%	16%	13%	4%	0%	8%	4%	7%	0%	5%	0%	29%	0%	6%	11%	4%
Depending On What It Costs	20%	17%	29%	19%	0%	21%	15%	32%	15%	16%	0%	24%	7%	17%	20%	29%
Would Not Take	69%	65%	58%	73%	0%	67%	80%	53%	83%	79%	100%	48%	87%	72%	68%	64%
Not Sure	3%	2%	1%	4%	0%	4%	2%	8%	2%	0%	0%	0%	5%	5%	1%	3%
Total	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	20%	17%	64%	0%	34%	22%	14%	6%	11%	1%	10%	3%	44%	42%	13%

**8** If there was an over-the-counter product that could reduce or eliminate the side effects from drinking alcohol, would you take it ... no matter what it costs? Depending on what it costs? Or, would you not take it under any circumstances?

485 Adults 21+ Who Drink	All	Most You Can Drink							Wake With Side Effects						
		None	1	2	3	4	5 +	Not Sur	None	1	2	3	4	5 +	Not Sur
Margin of Sampling Error: +/-4.2%															
No Matter What It Costs	8%	29%	3%	1%	8%	7%	20%	5%	7%	8%	0%	15%	42%	49%	23%
Depending On What It Costs	20%	5%	17%	18%	23%	28%	27%	6%	15%	19%	56%	67%	58%	30%	0%
Would Not Take	69%	64%	75%	75%	68%	66%	47%	87%	76%	68%	38%	18%	0%	21%	77%
Not Sure	3%	2%	5%	5%	1%	0%	6%	2%	3%	6%	5%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults 21+ Who Drin	100%	4%	11%	26%	23%	12%	14%	10%	73%	16%	5%	3%	1%	1%	1%

**8** If there was an over-the-counter product that could reduce or eliminate the side effects from drinking alcohol, would you take it ... no matter what it costs? Depending on what it costs? Or, would you not take it under any circumstances?

485 Adults 21+ Who Drink	All	Compared To Last Year, Drinking.				Drinking More If...					Would Take Product...			
		More	Less	Same	Not Sur	Obama	McCain	No Matt	Will Not	Not Sur	No Matt	Depend	Would	Not Sur
Margin of Sampling Error: +/-4.2%														
No Matter What It Costs	8%	31%	10%	2%	5%	26%	18%	15%	2%	0%	-	-	-	-
Depending On What It Costs	20%	23%	25%	15%	34%	26%	18%	6%	21%	0%	-	-	-	-
Would Not Take	69%	44%	59%	81%	53%	48%	61%	72%	75%	46%	-	-	-	-
Not Sure	3%	1%	6%	1%	8%	0%	3%	7%	3%	54%	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
Composition of Adults 21+ Who Drin	100%	10%	33%	53%	4%	14%	10%	9%	67%	0%				

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Geography: US 50 States

Data Collected: 08/26/2008 - 08/27/2008

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**Statement of Methodology:** The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ.