



Political Data by Coffeehouse

Source: BIGresearch, Consumer Intentions and Actions, AUG-08

	All Adults	Starbucks Coffee Drinkers*	McDonald's Coffee Drinkers*	Dunkin' Donuts Coffee Drinkers*
Are you a registered voter?				
Yes	86.2%	87.8%	89.9%	86.8%
No, but I plan to register before the Fall Presidential Election	4.9%	6.4%	3.7%	6.6%
No, I don't plan to register before the Fall Presidential Election	8.9%	5.8%	6.3%	6.7%
Total	100.0%	100.0%	100.0%	100.0%
Do you plan on voting in the Fall Presidential Election?				
Yes	87.6%	86.9%	88.3%	87.5%
No	3.1%	3.4%	2.8%	0.8%
Undecided	9.3%	9.7%	8.9%	11.8%
Total	100.0%	100.0%	100.0%	100.0%
Did you vote in the last Presidential Election (2004)?				
Yes	82.3%	75.3%	86.4%	80.2%
No	17.7%	24.7%	13.6%	19.8%
Total	100.0%	100.0%	100.0%	100.0%
What is your political party?				
Republican	34.4%	35.0%	35.8%	31.0%
Democrat	38.4%	40.0%	38.4%	40.2%
Independent	23.3%	22.5%	23.2%	26.8%
Other:	3.9%	2.5%	2.6%	1.9%
Total	100.0%	100.0%	100.0%	100.0%
If the Presidential Election were held today who would you vote for?				
John McCain	38.0%	37.8%	45.4%	32.8%
Barack Obama	37.4%	44.0%	29.2%	42.5%
Undecided	20.3%	15.0%	21.0%	22.0%
Other:	4.4%	3.3%	4.4%	2.8%
Total	100.0%	100.0%	100.0%	100.0%
When do you think you will make a decision on who you will vote for? (Choose one)				
After the Democratic and Republican Conventions	10.8%	8.2%	7.1%	5.7%
After Debates/Town Hall Meetings	9.4%	9.5%	12.5%	10.6%
Mid October	18.5%	33.8%	25.6%	18.3%
Week before the election (10/26-11/2)	25.1%	23.4%	24.4%	21.2%
Day before the election (11/3)	8.3%	2.2%	3.3%	7.8%
Election Day (11/4)	27.8%	22.9%	27.1%	36.4%
Total	100.0%	100.0%	100.0%	100.0%

The entire CIA database is available for license.

For an overview of CIA contents, click here:

<http://www.bigresearch.com/samples/CIAcontents.pdf>

*Fast Food Restaurant or Coffee Shop respondents purchase coffee at MOST OFTEN

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