

# DIAGEO | The Hotline

September 5, 2008

New York, NY – The Diageo/*Hotline* Daily Tracker Poll, conducted by FD, is a new daily tracking poll that is being conducted from September 2, 2008 until Election Day, November 4, 2008. The poll is being conducted via telephone among a random, nationally representative sample of registered voters, age 18 and older. FD is interviewing no fewer than 300 registered voters nationwide each day up to Election Day. Results will be released daily, Monday through Friday.

Today's results are based on combined data from Sept 2 to Sept 4, 2008, with n=916 registered voters (margin of error +/- 3.2%), and a subsample of n=877 likely voters (margin of error +/- 3.3%).

## *Presidential General Election, McCain vs. Obama, September 2 - 4, 2008*

McCain	Obama	Undecided
40%	46%	10%

## *Favorability Ratings for Presidential Candidates and their Running Mates, September 2 - 4, 2008*

	McCain	Obama	Palin	Biden
Favorable	52%	58%	43%	42%
Unfavorable	38%	35%	25%	29%

## *Ratings for the Candidates on Issues, September 2 - 4, 2008*

### *Who Would Do A Better Job?*

Healthcare		The Economy		National Security		Energy Policies	
McCain	Obama	McCain	Obama	McCain	Obama	McCain	Obama
36%	46%	37%	48%	50%	35%	41%	43%

While John McCain has slightly closed the gap created by Barack Obama's post-Democratic National Convention (DNC) "bounce," McCain still trails his Democratic counterpart in a head-to-head match-up by 6 percentage points. The Poll finds that a gender gap is driving Obama's lead, as the candidates are tied among men (Obama – 44% vs. McCain – 44%), but Obama leads among women by 12-points (Obama – 48% vs. McCain – 36%).

Overall, voters report having more trust in Obama to manage most issues: healthcare (by 10 points), the economy (by 11 points), and energy policies (by 2 points).

When it comes to national security, however, the public is more inclined to say that McCain is better suited to handle the nation's national security by a sizable margin (15 percentage points).

On other candidate attributes, voters think John McCain is “more prepared to lead the country” (McCain – 49% vs. Obama – 39%), while voters say Obama better understands their “needs and priorities” (Obama – 53% vs. McCain – 35%).

Public opinion toward the candidates’ running mates is comparable. Sarah Palin and Joe Biden enjoy similar favorability ratings. However, among voters within their parties, Palin performs better than Biden. Among Republican voters, Palin scores extremely high, with 76% viewing her favorably (46% strongly favorable), compared with 62% of Democratic voters viewing Biden favorably (38% strongly favorable).

### *Spotlight on Palin*

The Diageo/*Hotline* Daily Tracker Poll included several questions this week focusing on newly nominated GOP vice presidential candidate, Sarah Palin.

When asked whether Palin is “prepared” or “unprepared” to step in and serve as President, voters are split, with 45% saying she is “prepared” and 46% saying she is “unprepared.” That said, highlighting Palin’s popularity with the Republican base, 74% of Republicans say she is “prepared.”

Interestingly, women voters are *less* inclined than men to say that Palin is prepared to serve as President if “McCain became unable to serve as President for some reason”: 49% of men say she is “prepared,” while 41% of women say she is “prepared.”

To schedule an interview with Ed Reilly, contact Smriti Sateesh at (212) 850-5749 or [Smriti.Sateesh@fd.com](mailto:Smriti.Sateesh@fd.com).

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