

# DIAGEO | The Hotline

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New York, NY – The Diageo/*Hotline* Daily Tracker Poll finds that John McCain used last week's Republican National Convention to bounce back from a 6-point deficit against Barack Obama in our September 5 Poll to make the race a dead-heat with 44% of voters supporting McCain, 44% of voters supporting Obama and 10% undecided.

*Presidential General Election, McCain-Palin vs. Obama-Biden, September 5 to 7, 2008*

McCain-Palin	Obama-Biden	Undecided
44%	44%	10%

*Favorability Ratings for Presidential Candidates and their Running Mates, September 5 to 7, 2008*

	McCain	Obama	Palin	Biden
Favorable	54%	54%	48%	48%
Unfavorable	38%	38%	24%	26%

*Ratings for the Candidates on Issues, September 5 to 7, 2008  
Who Would Do a Better Job?*

Healthcare		The Economy		National Security		Energy Policies	
McCain	Obama	McCain	Obama	McCain	Obama	McCain	Obama
37%	48%	40%	44%	56%	36%	42%	42%

On Friday, the Diageo/*Hotline* Daily Tracker Poll, conducted by FD, showed Barack Obama leading John McCain 46%-40%, with 10% undecided.

Today's poll is the first Diageo/*Hotline* Daily Tracker Poll conducted entirely after the GOP convention (in particular, Sarah Palin's and John McCain's speeches). And, the results show that the GOP convention has significantly helped McCain, who has bounced back from a deficit against Obama in the wake of the Democratic National Convention to make the race dead even.

The Poll shows a bump in "enthusiasm" for the vote as well, with both parties seeing an uptick in reported "enthusiasm" for the vote after both party Conventions: GOP voters jumped from 59% saying they would vote "enthusiastically" for their candidate on September 5 to 62% saying the same today; 66% of Democratic voters said they would vote "enthusiastically" for their candidate on September 5, and 69% say the same today.

Obama is seeing a slight downturn in his image ratings. The Poll shows a minor drop in Obama's favorability rating (from 58% on September 5 to 54% today). Additionally, while voters continue to report having more trust in Obama to manage most issues, today's Poll shows a 4-point drop on his perceived ability to do a better job on the economy and a 6-point jump for McCain on his perceived ability to do a better job on national security since the September 5 Poll.

On other candidate attributes, voters think John McCain is “more prepared to lead the country” (McCain – 51% vs. Obama – 37%) reflecting little shift from the results from September 5, while voters continue to say Obama better understands their “needs and priorities” (Obama – 49% vs. McCain – 35%). However, this reflects a 4-point drop from the last Poll results coinciding with the slight dip in favorability and confidence in Obama in general. In terms of perceived preparedness “to serve as President if John McCain became unable to serve” Sarah Palin has seen a 4-point uptick in being seen as “prepared” (from 45% on September 5 to 49% today). Among the GOP base, the jump is 6-points (from 74% on September 5 to 80% today).

### Spotlight on the McCain “Bounce”

The Diageo/*Hotline* Daily Tracker Poll shows that McCain’s bounce is being driven largely by men, turning what was a gender gap into a gender chasm.

Specifically, the Poll finds that McCain leads Obama 50%-37% among men, while Obama leads McCain 51%-38% among women.

McCain’s bounce is also being driven by Independent voters, moderates, unmarried men, those who live in urban areas, and those who disapprove of the job President Bush is doing.

Specifically, from Friday’s Poll to today’s Poll, McCain’s ballot numbers moved significantly among several subgroups:

- +13 “swing” among men (from McCain 44%-Obama 44% to McCain 50%-Obama 37%).
- +16 “swing” among Independents (from McCain 35%-Obama 37% to McCain 45%-Obama 31%).
- +18 “swing” among moderates (from McCain 27%-Obama 56% to McCain 35%-Obama 46%).
- +25 “swing” among unmarried men (from McCain 32%-Obama 61% to McCain 42%-Obama 46%).
- +15 “swing” among urban area voters (from McCain 30%-Obama 59% to McCain 38%-Obama 52%).
- +12 “swing” among those who disapprove of the job President Bush is doing (from McCain 17%-Obama 67% to McCain 24%-Obama 62%).

### Sarah Palin

In the wake of Sarah Palin’s introduction to many voters and her acceptance speech at the RNC, The Diageo/*Hotline* Daily Tracker Poll finds that a majority of voters view her as a “different kind of leader.” Specifically:

- 55% of voters say that Sarah Palin “seems like a different kind of leader who offers a fresh, new perspective and inspires others.”
- 27% of voters say that Sarah Palin “seems like just another politician who offers no new ideas and engages in negative politics.”

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

**Methodology:** 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 reporting daily tracking numbers based on no fewer than 900 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 5 to Sept 7, 2008, with n=924 registered voters (margin of error +/- 3.2%).

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