

# DIAGEO | The Hotline

September 10, 2008

New York, NY – The Diageo/*Hotline* Daily Tracker Poll finds that the Presidential race is still neck and neck, with the candidates tied at 45%-45%, with 9% of voters undecided. Today's results are virtually unchanged from yesterday's Poll (McCain, 45% - Obama, 44%).

*Presidential General Election, McCain-Palin vs. Obama-Biden, September 7 to 9, 2008*

McCain-Palin	Obama-Biden	Undecided
45%	45%	9%

*Favorability Ratings for Presidential Candidates and their Running Mates, September 7 to 9, 2008*

	McCain	Obama	Palin	Biden
Favorable	56%	53%	47%	46%
Unfavorable	38%	39%	29%	32%

*Ratings for the Candidates on Issues, September 7 to 9, 2008  
Who Would Do a Better Job?*

Healthcare		The Economy		National Security		Energy Policies	
McCain	Obama	McCain	Obama	McCain	Obama	McCain	Obama
37%	45%	42%	45%	56%	34%	43%	44%

While favorability ratings for the presidential and vice-presidential candidates have shifted little over the past week, the Poll finds that women have become more comfortable with Palin's preparedness to serve as a potential president. In the first Diageo/*Hotline* Tracker Poll (released on September 5), only 41% of women said they thought Palin was "prepared" to lead the country if John McCain was unable to serve. In today's Poll, 48% of women say she is "prepared", reflecting a 7-point jump.

Overall, voters continue to say John McCain is "more prepared to lead the country" (McCain – 50% vs. Obama – 39%), while voters say Obama better understands their "needs and priorities" (Obama – 48% vs. McCain – 38%), although McCain has seen a slight (3-point) jump on this measure since the September 8 Diageo/*Hotline* Tracker Poll.

On the issues, with the exception of national security issues, Obama continues to hold a lead over McCain across the board when it comes to who would do a better job. However, compared to the September 5 Diageo/*Hotline* Tracker Poll, McCain has moved ahead in voter perceptions that he would perform better on the economy, closing the gap with Obama from an 11-point deficit to a 3-point deficit in today's latest track.

And, among voters who say that the economy is the "most important" issue facing the nation, while Obama performs better than McCain on his perceived ability to better handle the economy (51% to 35%), that margin has reduced since the September 5 Diageo/*Hotline* Tracker Poll, from 29 points to 16 points today.

## The Closing of the Gender Gap?

While the Poll finds the overall race to be a dead-heat, changing little in the last couple of days, the Poll also finds that a pronounced “gender gap” between the two candidates appears to be closing.

Specifically, over the last several days of tracking, McCain’s lead among men has shrunk from +13 to +5, while Obama’s lead among women has also shrunk from +13 to +5.

	Men (9/5-9/7)	McCain Lead	Men (9/6-9/8)	McCain Lead	Men (9/7-9/9)	McCain Lead
<b>McCain</b>	50%	<b>+13</b>	50%	<b>+12</b>	47%	<b>+5</b>
<b>Obama</b>	37%		38%		42%	

	Women (9/5-9/7)	Obama Lead	Women (9/6-9/8)	Obama Lead	Women (9/7-9/9)	Obama Lead
<b>McCain</b>	38%	<b>+13</b>	40%	<b>+9</b>	43%	<b>+5</b>
<b>Obama</b>	51%		49%		48%	

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**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 7 to Sept 9, 2008, with n=902 registered voters (margin of error +/- 3.3%).

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