

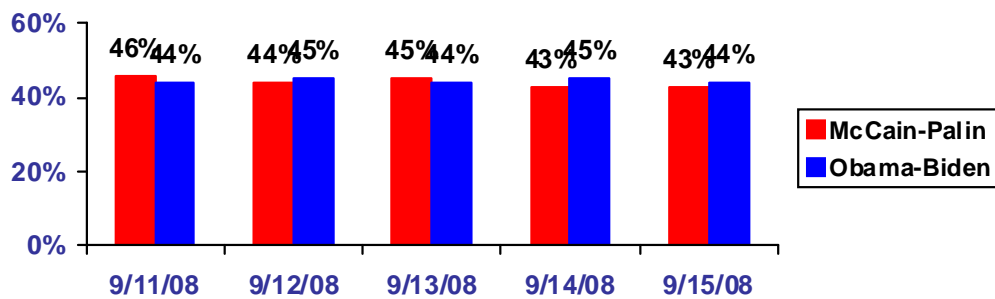
# DIAGEO | The Hotline

September 15, 2008

New York, NY – The Diageo/Hotline Daily Tracker Poll finds neither candidate enjoying a clear advantage over the other.

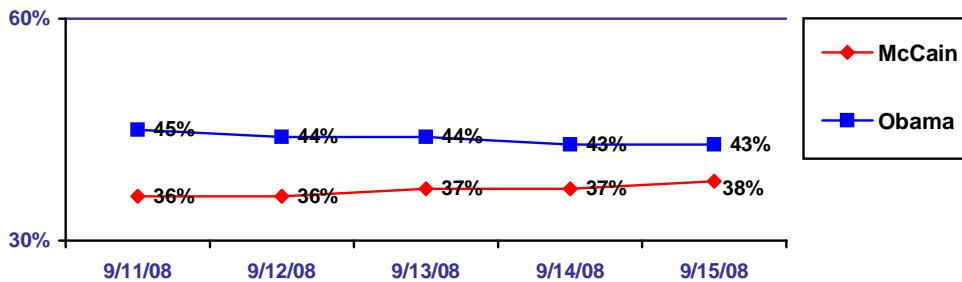
In today's Poll, Obama-Biden is at 44% and McCain-Palin is at 43% with 9% of voters undecided.

## General Election Ballot: McCain v. Obama\*

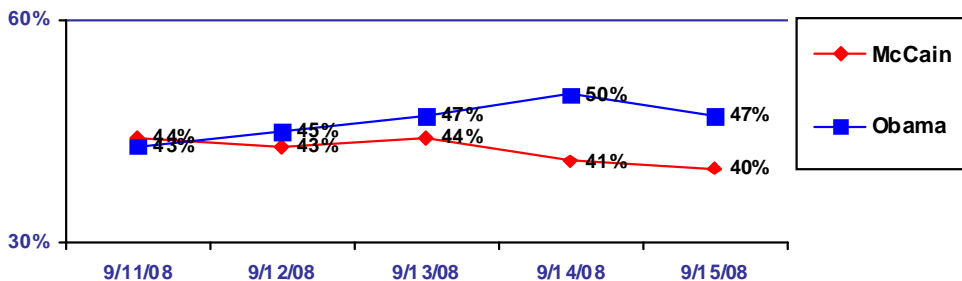


In terms of performance on key issues, in the weekend and current Polls, Obama has jumped up in perceived ability to handle the economy best, which 37% of voters cite as the most important issue facing the country. McCain maintains a solid advantage over Obama on his perceived ability to best handle national security.

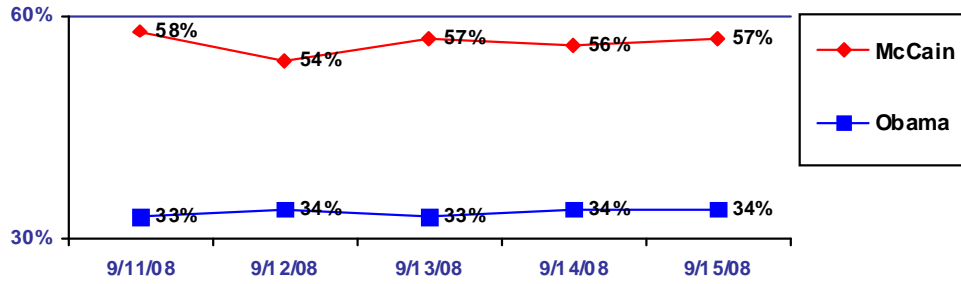
## Who would do best job handling healthcare?\*



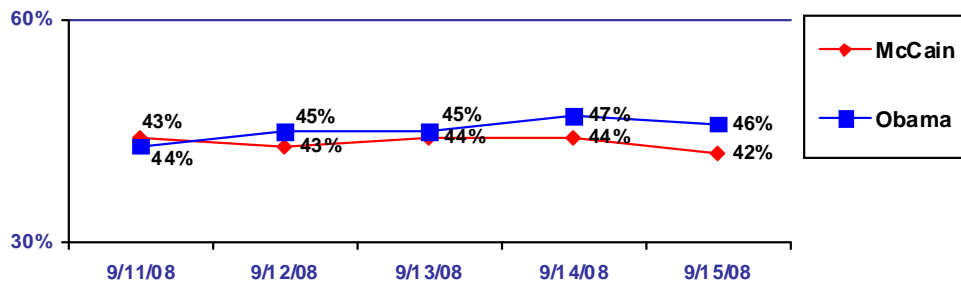
## Who would do best job handling the economy?\*



**Who would do best job handling national security?\***

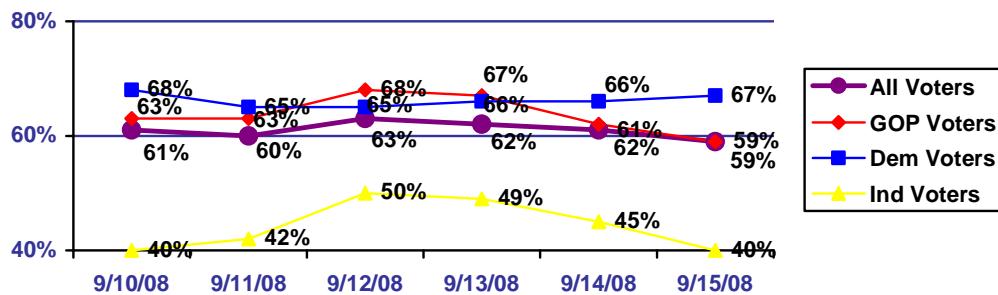


**Who would do best job managing energy policies?\***



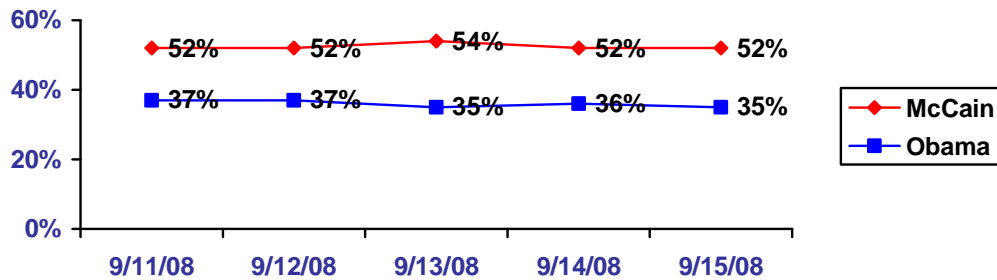
In terms of reported enthusiasm over their candidates, while there was a slight upturn in the September 13 Poll, today's Diageo/*Hotline* Tracker Poll shows a gradual downturn in GOP enthusiasm for their candidates.

**Enthusiastically Support Candidate\***

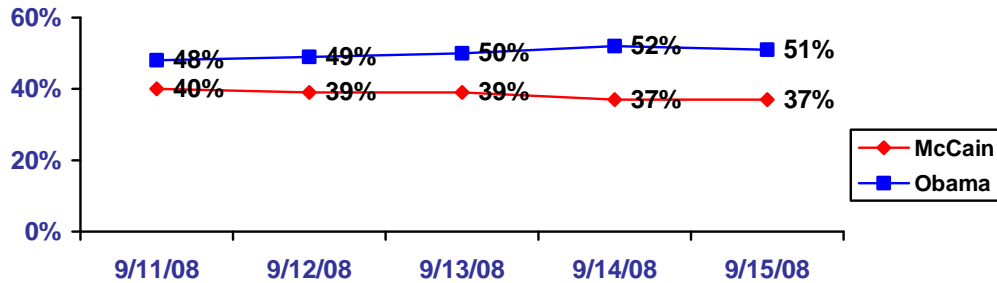


McCain continues to perform better than Obama in perceptions of his preparedness to lead, while Obama continues to dominate on his perceived ability to better understand "the needs and priorities of people like yourself."

### Preparedness to Lead\*



### Understands Your Needs and Priorities\*



\* data presented in charts based on rolling 3-day average of 900+ interviews concluded the previous day.

#### Watching the Palin Factor

Palin has seen a consistent level of perceived “preparedness” to serve as President over the past week (in today’s Poll, 50% of voters say she is “prepared” and 46% say she is “unprepared.”) There is, however, a slight downturn among Independents in their perceptions of her “preparedness.” In the September 9 Poll, 56% of Independents said Palin was “prepared” and today 51% of Independents say the same.

In the wake of the increased attention Palin has been getting on her policy stances, Palin has shifted little among voters overall in their view that she is a “different kind of leader” - in the September 9 Poll, 55% of voters agreed with this statement, and 55% continue to say the same today. That said, 33% of voters in today’s Poll say she is “just another politician,” compared to 28% who said the same in the September 9 Poll, reflecting a 5-point jump on that measure.

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 12 to Sept 14, 2008, with n=906 registered voters (margin of error +/- 3.3%).

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