

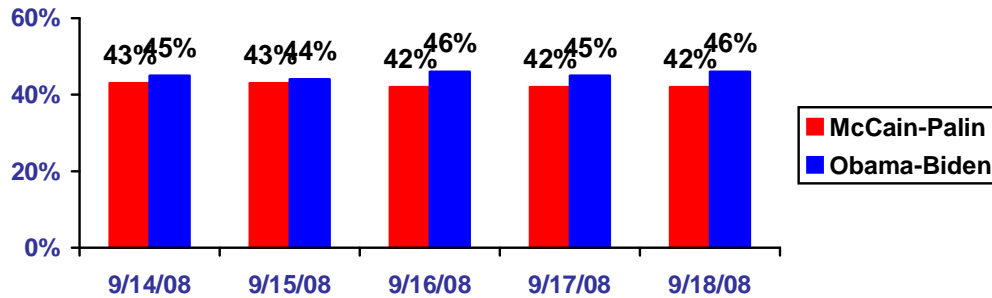
# DIAGEO | The Hotline

September 18, 2008

New York, NY – The Diageo/*Hotline* Daily Tracker Poll shows a tight race between Obama-Biden and McCain-Palin, with a 1-point uptick for Obama-Biden since the September 17 Poll (from a 3-point to a 4-point lead).

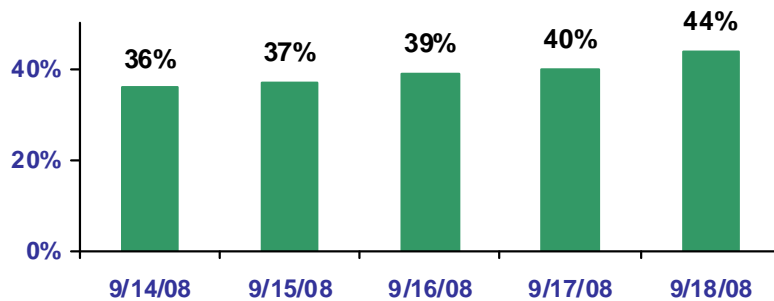
In today's Poll, Obama-Biden is at 46% and McCain-Palin is at 42%, with 8% of voters undecided.

## General Election Ballot: McCain-Palin v. Obama-Biden\*

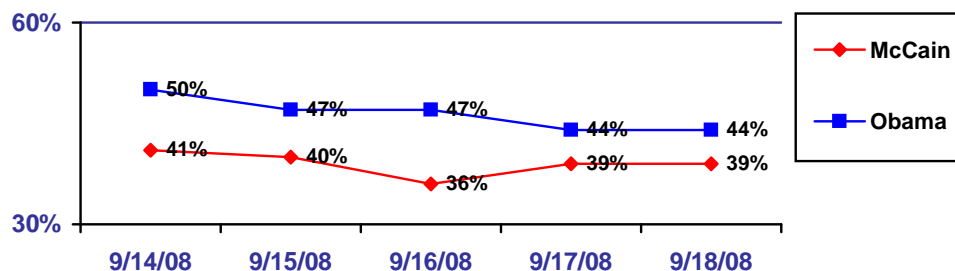


As media coverage is dominated by the recent demise of several key financial institutions this week, the Diageo/*Hotline* Daily Tracker Poll shows a gradual climb in voters' view that the economy is the top issue facing the country, with an 8-point jump since the September 14 Poll. There has been little movement since yesterday's Poll in the perceived performance of Obama and McCain with regard to the economy: Obama still holds a 5-point advantage.

## Top Issue Facing the Country: The Economy\*

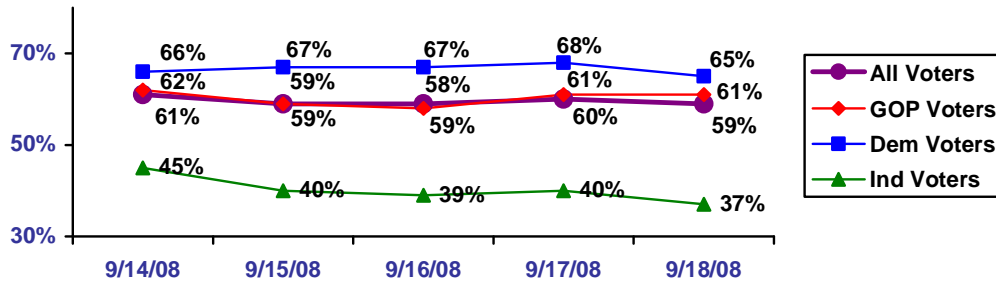


## Who would do best job handling the economy?\*



In terms of reported enthusiasm over their candidates, there has been little movement across parties; however, today's Poll shows a slight downturn in Democratic voter enthusiasm for their candidate (a 3-point slide since the September 17 Poll).

### Enthusiastically Support Candidate\*



\* data presented in charts based on rolling 3-day average of 900+ interviews concluded the previous day (based on at least 300 interviews conducted daily).

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 15 to Sept 17, 2008, with n=912 registered voters (margin of error +/- 3.2%).

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