

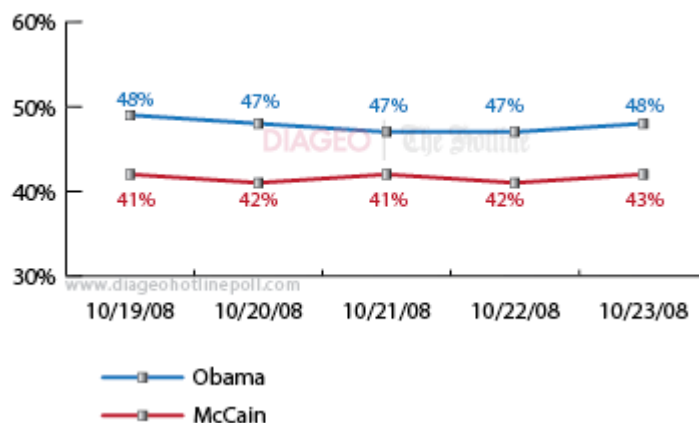
# DIAGEO | The Hotline

October 23, 2008

New York, NY – Today's Diageo/Hotline Daily Tracker Poll shows that the Obama-Biden ticket maintains a five-point lead over the McCain-Palin ticket among likely voters.

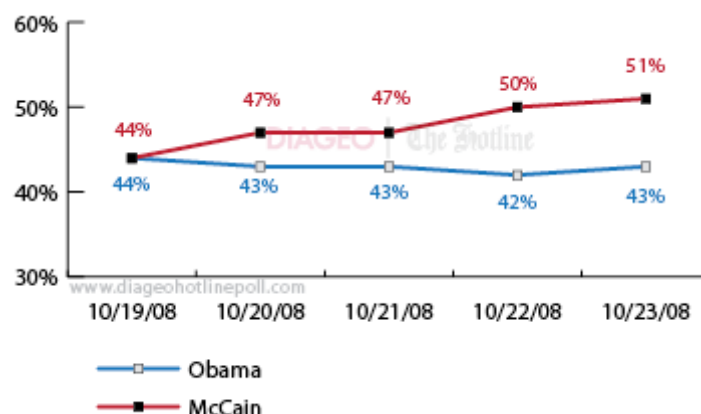
In today's Poll, Obama-Biden is at 48%, McCain-Palin is at 43%, and 6% of likely voters are undecided.

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



While Obama leads McCain, 53%-36% among likely women voters, the Poll finds that McCain has significantly increased his support among likely men voters in the last several days. As recently as October 19, McCain and Obama were tied 44%-44% among men. However, in today's Poll, McCain leads Obama 51%-43% among likely men voters.

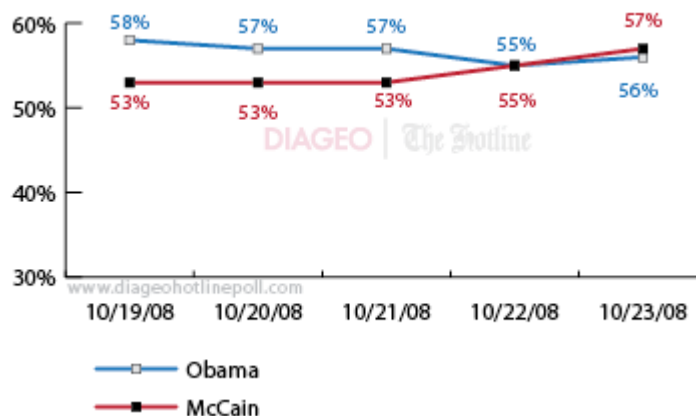
## General Election Ballot Among Likely Male Voters\*



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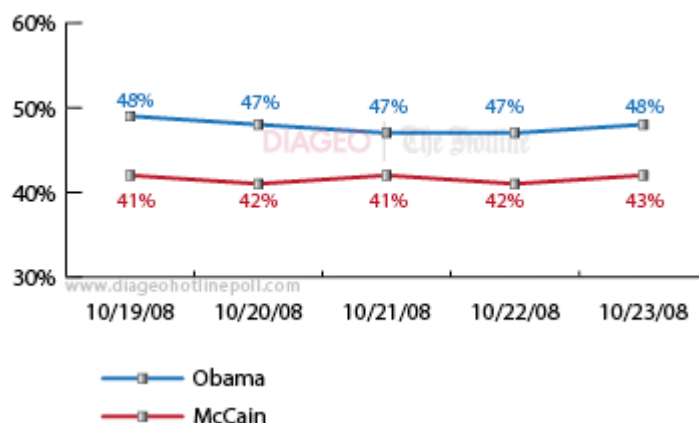
When it comes to overall perceptions of the candidates, the Poll finds that McCain has eliminated the gap in favorability ratings among all likely voters and now barely edges out Obama (57%-56%). This represents a shift from the October 20 Poll which had Obama leading McCain 57%-53% among all likely voters. The shift is also evident among likely Independent voters. The October 20 Poll shows that Obama led McCain 59%-51%. Today's Poll finds that McCain now leads Obama 59% - 57%.

## Favorability: Obama v McCain\*



The Poll finds that Obama continues to maintain a lead when it comes to whom voters think would best manage the economy, but Obama's lead has shrunk to five points.

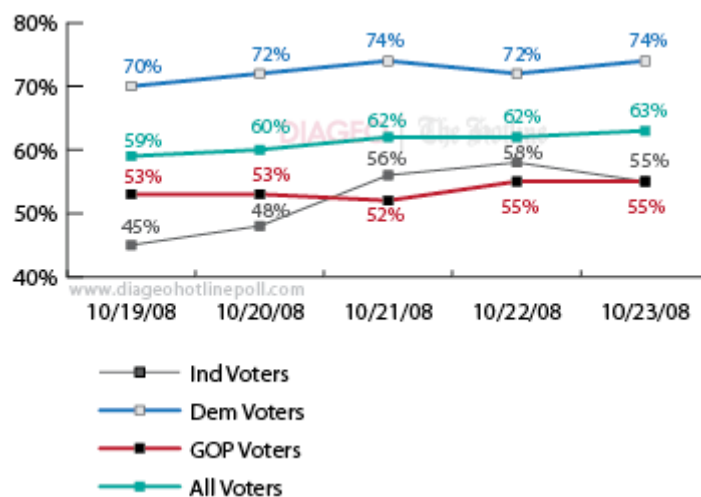
## Who would do Best Job Handling the Economy?\*



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Today's Poll shows that Democratic voters' enthusiasm is considerably higher than those of all voters or other partisan stripes.

## Enthusiastically Support Candidate\*



\* data presented in charts based on rolling 3-day average of 760+ likely voter interviews (out of 900+ registered voter interviews) concluded the previous day. This is 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:** From September 2 - September 30, 2008 the Diageo/Hotline Daily Tracker Poll has been conducted via telephone among a random, nationally representative sample of registered voters, age 18 and older. As we move closer to the general election, we have focused our sample on those considered to be most likely to vote. Therefore our release of daily tracking results will now be lead by our likely voter results (based on rolling 3-day average of 760+ likely voter interviews (out of 900+ registered voter interviews), concluded the previous day). Results are released daily. Today's results are based on combined data from Oct 20 to Oct 22, 2008, with n=769 likely voters (margin of error +/- 3.5%) and n=901 registered voters (margin of error +/- 3.3%).

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