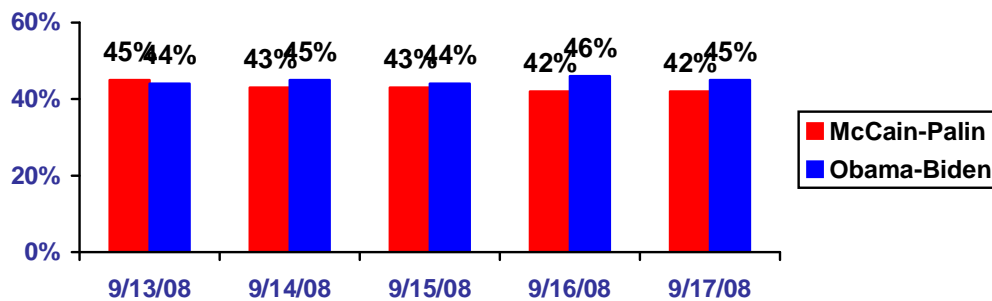


# DIAGEO | The Hotline

September 17, 2008

New York, NY – The Diageo/*Hotline* Daily Tracker Poll shows a tight race between Obama-Biden and McCain-Palin, with a slight close in the margin (from a 4-point to a 3-point Obama-Biden lead). In today's Poll, Obama-Biden is at 45% and McCain-Palin is at 42%, with 9% of voters undecided.

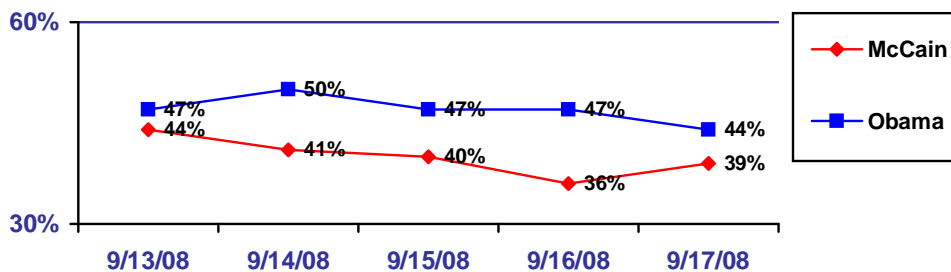
## General Election Ballot: McCain-Palin v. Obama-Biden\*



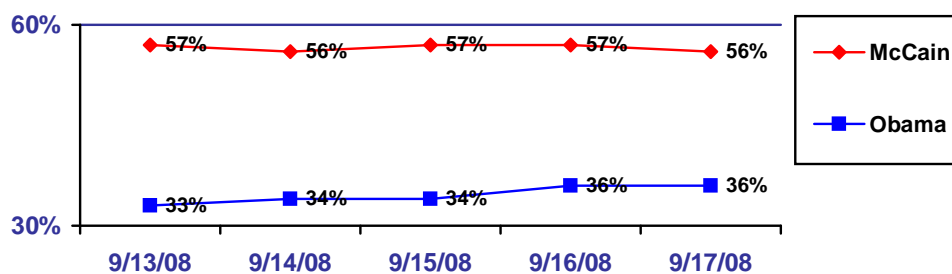
In terms of perceived performance on key issues, McCain continues to dominate on national security, with a 20-point advantage, and he reverses his 3-day slide on “who handles economy better” by gaining 3 points on this issue. With the economy being the top issue on voters' minds (at 40%), the Poll shows that the gap on the economy is once again closing, with Obama dropping 3 points on his perceived performance on the economy.

The Poll shows Obama widening his lead on who would best handle the issue of healthcare, steadily climbing on his perceived performance on this issue, as McCain gradually slides. The margin on perceived performance on energy is also gradually closing, according to today's Poll, with McCain moving back up.

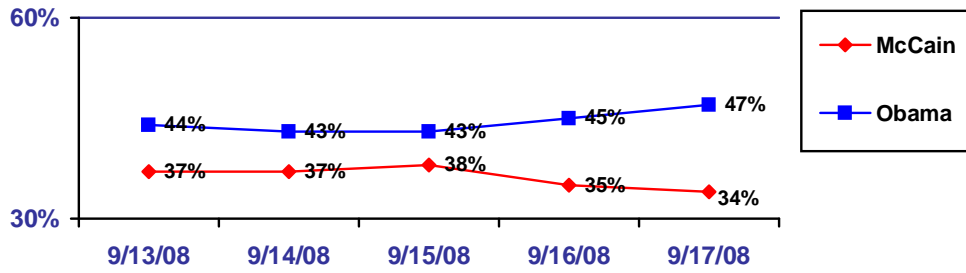
## Who would do best job handling the economy?\*



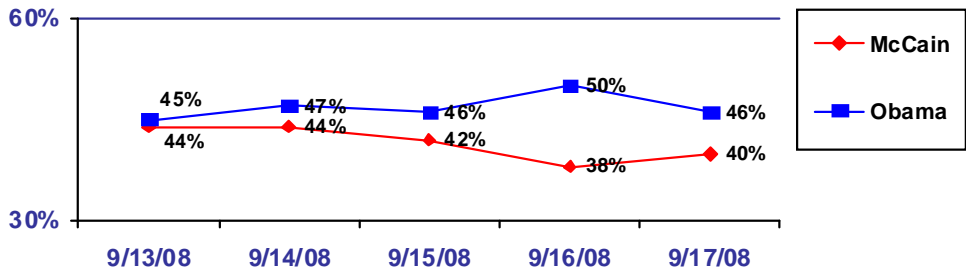
## Who would do best job handling national security?\*



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

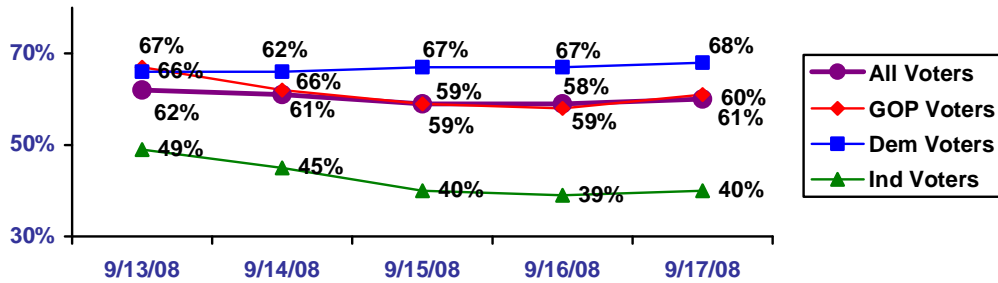


### Who would do best job managing energy policies?\*



In terms of reported enthusiasm over their candidates, there has been little movement across parties, with the exception of a gradual drop among self-identified Independent voters.

### 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.”

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

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 14 to Sept 16, 2008, with n=913 registered voters (margin of error +/- 3.2%).

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