

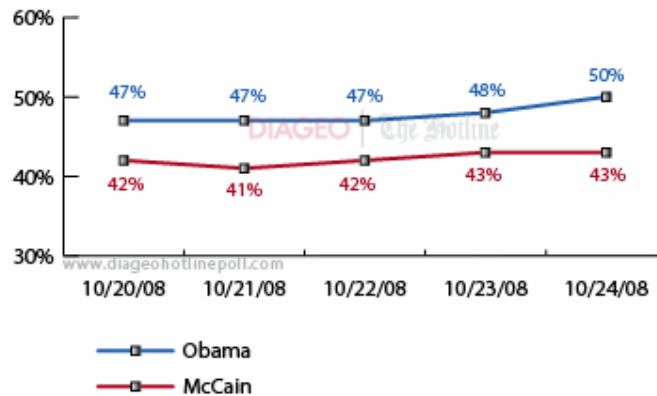
# DIAGEO | The Hotline

October 24, 2008

New York, NY – Today’s Diageo/*Hotline* Daily Tracker Poll shows the Obama-Biden ticket expanding its lead over McCain-Palin among likely voters.

In today’s Poll, Obama-Biden is at 50%, McCain-Palin is at 43%, and 5% of likely voters are undecided. The Poll also shows a decrease in likely voters that are still undecided, from 9% in the October 21 Poll, to 5% in today’s Poll.

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



The Poll shows that Obama-Biden’s lead as being largely driven by female likely voters. Among this group, Obama-Biden leads McCain-Palin by 16 points, and among male likely voters, McCain-Palin leads Obama-Biden by only one percentage point.

**Table 1: Head-to-head among Males and Females**

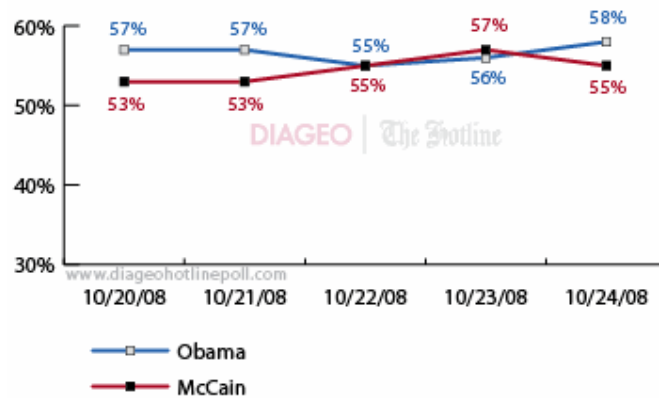
	Obama-Biden	McCain-Palin
<b>Females</b>	54%	38%
<b>Males</b>	46%	47%

# DIAGEO | The Hotline

While Obama-Biden has a 7-point lead in the head-to-head over McCain-Palin, the Democratic presidential candidate's favorability ratings are only 3 points higher than those of his Republican counterpart, (58% - 55%).

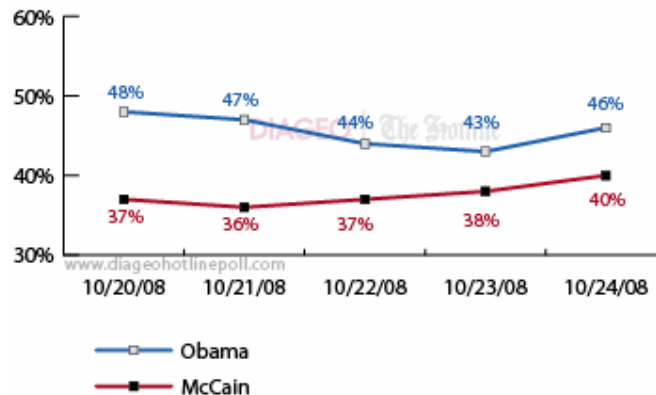
Today's Poll shows that Obama has slightly regained his narrow lead in favorability ratings, as the two candidates were at par in the October 22 Poll, and McCain was viewed more favorably than Obama in yesterday's Poll by one point, (57% - 56%)

## Favorability: Obama v McCain\*



Obama remains ahead of McCain in terms of expected performance on the economy, (46% - 40%). McCain has slightly closed in on Obama's lead on this issue since the October 20 and 21 Polls, in which the gap between the two candidates was 11 points.

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



\* 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.

# DIAGEO | The Hotline

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 21 to Oct 23, 2008, with n=766 likely voters (margin of error +/- 3.5%) and n=904 registered voters (margin of error +/- 3.3%).

**About Diageo:** Diageo (Dee-AH-Gee-O) is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wines, and beer categories. These brands include Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Cuervo, Tanqueray, Captain Morgan, Crown Royal, Beaulieu Vineyard and Sterling Vineyards wines. Diageo is a global company, trading in more than 200 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). Celebrating life, every day, everywhere, responsibly. For more information about Diageo, its people, brands, and performance, visit us at [www.diageo.com](http://www.diageo.com).

**About The Hotline & National Journal Group:** *The Hotline* is National Journal's daily briefing on politics. National Journal Group Inc. is a leading publisher of magazines, newsletters, books and directories for people who have a professional interest in politics, policy and government. Based in Washington, D.C., National Journal Group Inc. is committed to providing publications and services that are non-partisan, reliable and of the highest quality. [www.nationaljournal.com](http://www.nationaljournal.com).

**About FD:** One of the most highly regarded consultancies in the communications industry, FD employs more than 750 staff and advises more than 1000 clients worldwide through its hub offices in London and New York, as well as its network of wholly-owned offices in Bahrain, Beijing, Bogota, Boston, Brussels, Cape Town, Chicago, Dubai, Dublin, Frankfurt, Hong Kong, Johannesburg, Los Angeles, Manchester, Melbourne, Moscow, Panama City, Paris, San Francisco, Shanghai, Sydney and Washington, DC. With a 20 year history of advising clients in both the private and public sectors, FD's services include financial public relations, capital markets communications, public affairs, crisis and issues management and corporate, business-to-business and business-to-consumer communications. FD is also a market leader in M&A advisory work. FD is structured around specialist sector teams operating on an international basis, covering consumer industries, financial services, basic industries, business services, life sciences & healthcare, media, real estate, technology and telecommunications. FD is a division of FTI Consulting Inc. (NYSE: FCN), the global business advisory firm. For more information, please visit [www.fd.com](http://www.fd.com).

**About FTI Consulting:** FTI Consulting, Inc. is a global business advisory firm dedicated to helping organizations protect and enhance enterprise value in an increasingly complex legal, regulatory and economic environment. With more than 3,000 professionals located in most major business centers in the world, we work closely with clients every day to anticipate, illuminate, and overcome complex business challenges in areas such as investigations, litigation, mergers and acquisitions, regulatory issues, reputation management and restructuring. [www.fticonsulting.com](http://www.fticonsulting.com).