

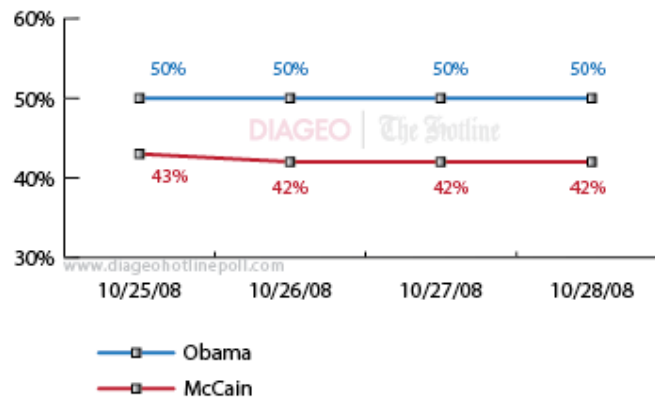
# DIAGEO | The Hotline

October 28, 2008

New York, NY – Today's Diageo/*Hotline* Daily Tracker Poll shows the Obama-Biden ticket maintaining its 8-point lead over McCain-Palin among likely voters.

In today's Poll, Obama-Biden is at 50%, McCain-Palin is at 42%, and 5% of likely voters are still undecided.

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



Today's Poll shows that 17% of voters have already voted, and among those voters, Obama and McCain are neck and neck, with 48% supporting Obama and 47% supporting McCain.

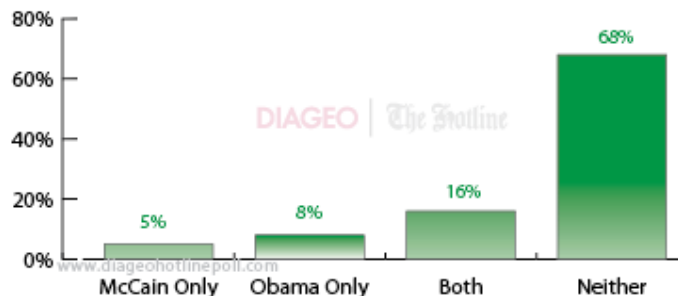
### Focus on Campaign Outreach

As the campaigns enter the final days, the Poll finds that almost one-third (29%) of likely voters has been contacted directly by either or both of the campaigns.

Specifically, 5% of likely voters say that they have been contacted only by the McCain campaign either over telephone or in-person in the last two months, 8% say they have been contacted only by the Obama campaign, and 16% of likely voters say they have been contacted by both campaigns.

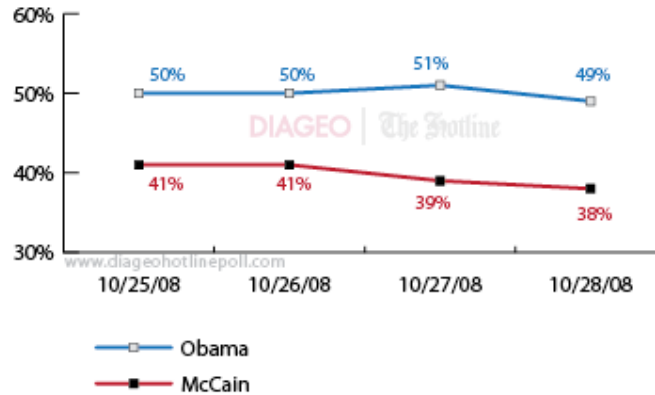
Among likely voters who have been contacted directly by both campaigns, Obama-Biden leads McCain-Palin by 10 points, (51% - 41%).

## Voters who have been Contacted by the McCain and Obama Campaigns in the Last Two Months\*



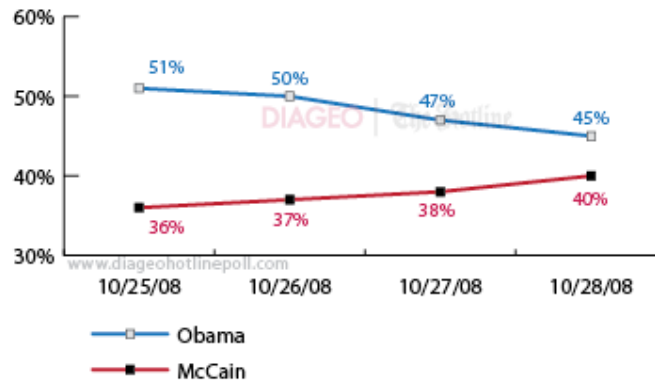
Obama is maintaining his solid lead over McCain when it comes to who would better manage the economy, (49% - 38%).

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



In terms of expected performance on America's energy policies, the Poll finds that McCain continues to narrow Obama's lead on the issue: the gap between them has decreased from 15 points in the October 25 Poll, to only 5 points in today's Poll, (45% - 40%).

## Who would do Best Job Managing America's Energy Policies?\*



\* data presented in charts based on rolling 3-day average of 800+ 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).

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**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. Results are released daily. As of the October 25 Poll, in light of the increasing proportion of the population that has reported to be early or absentee voters, FD has decided to include those defined as “voters who have indicated they are extremely likely to vote, very likely to vote or have already voted absentee or early” in the likely voter sample. Today’s results are based on combined data from Oct 25 to Oct 27, 2008, with n=878 likely voters (margin of error +/- 3.3%) and n=913 registered voters (margin of error +/- 3.2%).

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